

Dynamics 365 for Talent

Event guide



Please consider the information in this kit a framework, not a fully-packaged standalone event. Please use it to create your own Dynamics 365 event that is tightly aligned with this guidance, a Dynamics 365 event with your unique spin, or another event that is better aligned to serve you and your customers.



Resources

Hosting a Dynamics 365 for Talent event

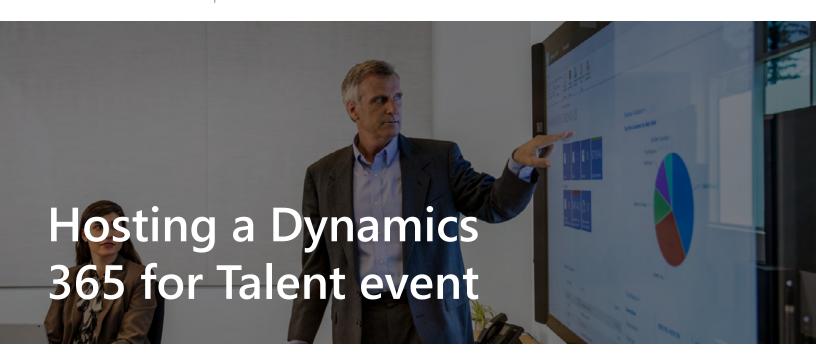
Schedule Checklist

Event assets

Abstract Agenda Registration page Feedback form

Marketing assets

Invites Social Banner



Hosting a Dynamics 365 for Talent event

Thank you for your interest in hosting a Microsoft Dynamics 365 for Talent event. Our objective with this event kit is to provide partners with a framework for hosting a Dynamics 365 for Talent event of your own.

This event kit will provide guidance on hosting a successful event and resources to help you pull it off, including a workback schedule, a to-do checklist, an event abstract and agenda, and assets to help you market your event.

Making it your own

Please consider the information in this kit a framework. To the extent which it is useful, feel free to use it to create a Dynamics 365 for Talent event that is tightly aligned with this guidance, a Dynamics 365 for Talent event with your unique spin, or another event that is better aligned to serve you and your customers.

Topics to consider:

- · Find and attract better candidates
- Improve your hiring and onboarding
- · Introduction to digital recruiting
- Best practices to win top talent
- Leveraging LinkedIn to boost your hiring

Other resources Event guide

Documents

- Schedule + Checklist
- Event overview
 - Abstract
 - Agenda

Marketing

- · Invite emails
- Social posts
- Banners
 - Emails
 - Social
 - Registration/Feedback

The following are examples to provide guidance as you create your own events.

Schedule + Checklist



Pre-event

- -6 weeks
 - O Set date for event
 - O Secure venue
 - O Confirm speakers
 - O Set agenda
 - O Determine invite list
 - O Write event copy
- O Determine demand gen strategy

-5 weeks

- O Launch registration page
- O Send initial invites

-4 weeks

- O Contact catering
- O Order swag
- O Organize security
- O Schedule social posts

-2 weeks

- O Lock slides
- O Provide catering info to venue
- O Send second invites

-3 days

- O Provide guest list to venue
- O Send reminder emails
- O Launch post-event survey

Day of event

- O Provide attendees with WiFi password
 - O Create hashtag and encourage attendees to share
 - O Take pictures during the event and share them on social

Post-event

- +1 day
 - O Send follow-up emails with survey request

Checklist

Event logistics

- O Event date and time
- O Event venue
- O Invite list
- O Catering
 - O Consider dietary restrictions
- O Security

Programming

- O Speakers
- O Agenda
- O Slide templates

Marketing

- O Registration page
- O Feedback form
- O Social media posts
 - O Create hashtag
- O Emails
 - O Invite
 - O Second invite
 - O Registration confirmation
 - O Reminder
 - O Thank you
 - O Optional: Waitlisted, Rejected, Change location or schedule, Cancellation confirmation, Event cancellation, Sorry we missed you
- O Swag (Optional)
 - O Pens, stickers, power packs, USB sicks

Experience

- O Name tags
- O Internet connectivity/WiFi
- O Signage (Optional)
 - O Welcome signs, posters



Event assets Abstract Agenda

Abstract Agenda Registration page Feedback form

The following are examples to provide guidance as you create your own events.

Abstract + Agenda



Abstract

Hire, develop, and retain people who can deliver impactful results. Microsoft Dynamics 365 for Talent empowers your HR team and people managers with the tools they need to land top candidates and accelerate their success.

As the competition for top talent grows increasingly intense, HR leaders are moving beyond traditional recruitment tactics and developing innovative strategies to attract talent that cultivates their candidate pipeline while shortening the time to fill high priority roles.

We'd like to invite you and your team to participate in our Dynamics 365 for Talent Summit, designed to equip you with the knowledge and tools to hire the right people, faster; set up employees for success, and build high performance teams.

During this event you will learn how to:

- **Inspire:** Get inspired by new ideas and success stories of modern HR teams leveraging technology to move beyond traditional human resource management.
- **Discover:** Discover opportunities to reduce time to fill, win top talent, and set up employees for success.
- **Experiment:** Try the latest tools from Dynamics 365 for Talent.

Agenda

AM Event	PM Event	Schedule
08:00 AM	12:00 PM	Registration & Breakfast/Lunch
09:15 AM	01:15 PM	Welcome
09:30 AM	01:30 PM	Inspire session
10:30 AM	02:30 PM	Discover session
11:15 AM	03:15 PM	Break
11:30 AM	03:30 PM	Experiment session
12:45 PM	04:45 PM	Closing
01:00 PM	05:00 PM	Reception & Networking

Registration page





Partner logo

Dynamics 365for Talent Summit

Register today!

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As the competition for top talent grows increasingly intense, HR leaders are moving beyond traditional recruitment tactics and developing innovative strategies to attract talent that cultivates their candidate pipeline while shortening the time to fill high priority roles.

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Agenda

PM Event	Schedule
12:00 PM	Registration & Breakfast/Lunch
01:15 PM	Welcome
01:30 PM	Inspire session
02:30 PM	Discover session
03:15 PM	Break
03:30 PM	Experiment session
04:45 PM	Closing
05:00 PM	Reception & Networking

Register Name		
Company		
Title		
Email		
Emaii		

Submit

Details

When

February 7, 2019 | 12:00 PM - 5:00 PM PST

Where

Microsoft Training Center 700 Bellevue Way NE Bellevue, WA 98004

Feedback form



Pa	rtn	er

Partner logo

Dynamics 365for Talent Summit

Thank you for attending our Dynamics 365 for Talent Summit. We invite you to complete a brief survey to provide feedback on your experience. As a note, this survey is not anonymous.

How satisfied were you with this of O Very satisfied O Somewhat		at dissatisfied	O Very dissa	atisfied	
How strongly would you agree the deploy Microsoft products and/o O Strongly agree O Somewhat	r services? *	,		ommend, try, purchase, O Strongly disagree	or
Did you achieve your objectives for attending this event? * O Yes O No					
Did you find the Dynamics 365 for Talent Summit and content valuable? O Highly valuable O Valuable O Low value					
Which sections of the Dynamics 365 for Talent Summit did you find most relevant? O All of them O Excite O Explore O Experiment O None					
Which emerging technologies are you most interested in?					
As a result of attending the Dynamics 365 for Talent Summit, how likely are you to deliver this content to your organization?					
O Highly likely O Likely	O Not at all				
Would you like us to send you the O Yes O No	e Dynamics 365 for Talen	t Toolkit?			
Would you like to share any other comments or feedback about the Dynamics 365 for Talent Summit?					

Submit



Banners

The following are examples to provide guidance as you create your own events.



Emails

Invitations Invite

- · Second invite

Auto responses

- Registration confirmation
- Waitlisted
- Rejected
- · Event reminder

Changes

- Change location or schedule
- Registration has been cancelled
- · Event cancelled

Follow-up

- Registered, did not attend
- Thank you for attending

Invitations Invite

Subject line: Invitation to the Dynamics 365 for Talent Summit Dear [NAME],

We'd like to invite you and your team to participate in our Dynamics 365 for Talent Summit, designed to equip you with the knowledge and tools to hire the right people, faster; set up employees for success, and build high performance teams. During the summit, we will explore new ideas, share success stories, discover new opportunities for your business to win top talent and enable employee success, and demo the latest tools from Dynamics 365 for Talent.

When

[DATE] [TIME]

Where

[ADDRESS]

This is an event you don't want to miss! We encourage you to register right away, as space is limited. Event details and registration information is here [LINK]. We hope to see you at the Dynamics 365 for Talent Summit!

Best Regards,

[NAME]

Unsubscribe | Privacy Statement [PARTNER NAME] [PARTNER ADDRESS]



Invitations Second invite

Subject line: Registration Closing Soon: Dynamics 365 for Talent Summit Dear [NAME],

I hope thinks are going well for you.

We're just a couple weeks away from our Dynamics 365 for Talent Summit, and I wanted to give you a heads up that registration will be closing soon. If you're planning to attend, please register [LINK] today!

One last thing: A few customers have reached out wondering if there is a fee to attending this event. There is no fee and attendance is absolutely free.

When

[DATE]

[TIME]

Where

[ADDRESS]

Hope to see you at the Summit!

Best Regards,

[NAME]

Unsubscribe | Privacy Statement [PARTNER NAME] [PARTNER ADDRESS]



Auto responses Registration confirmation

Subject line: Dynamics 365 for Talent Summit: Registration confirmation
Thank you for registering. This email confirms your registration for the following event:

Dynamics 365 for Talent Summit [ADDRESS]

[DATE] [TIME]

We look forward to seeing you at the event! If plans change and you are unable to attend, please use the link below to cancel your registration.

[Cancel my registration]

Auto responses Waitlisted

Subject line: Dynamics 365 for Talent Summit: Registration pending

Thank you for your interest in attending our upcoming Dynamics 365 for Talent Summit. Due to the popularity of this event, your registration cannot be automatically confirmed. You will be notified by email if there is capacity for you to attend.

Dynamics 365 for Talent Summit [ADDRESS]

[DATE] [TIME]

Thank you again for your interest.



Auto responses Rejected

Subject line: Dynamics 365 for Talent Summit

Thank you for your interest in attending the Dynamics 365 for Talent Summit. Unfortunately, due to the popularity of this event we are unable to accommodate your request to attend.

Dynamics 365 for Talent Summit [ADDRESS]

[DATE] [TIME]

We apologize for any inconvenience this may have caused and look forward to seeing you at future events. Please visit our website if you are interested in learning more about other events and webcasts.

Auto responses Event reminder

Subject line: Dynamics 365 for Talent Summit: Reminder

Thank you for your interest in our Dynamics 365 for Talent Summit. We would like to remind you that you are registered for the following event:

Dynamics 365 for Talent Summit [ADDRESS]

[DATE] [TIME]

We look forward to seeing you at the event! If plans change and you are unable to attend, please use the link below to cancel your registration.

[Cancel my registration]



Changes

Change location or schedule

Subject line: Dynamics 365 for Talent Summit: New location/New schedule

The Dynamics 365 for Talent for which you are registered has changed location and/or schedule. Please see the new event details below:

Dynamics 365 for Talent Summit [ADDRESS]

[DATE] [TIME]

We apologize for any inconvenience to you and your schedule. If you are unable to attend, please use the link below to cancel your registration.

[Cancel my registration]

Changes

Registration has been cancelled

Subject line: Dynamics 365 for Talent Summit: Cancellation confirmation This confirms your registration has been cancelled for the following event:

Dynamics 365 for Talent Summit [ADDRESS]

[DATE] [TIME]

We look forward to seeing you at an event in the future! Please visit our [website] if you are interested in learning more about other events and webcasts.



Changes Event cancelled

Subject line: Dynamics 365 for Talent Summit cancelled We regret to inform you that our Dynamics 365 for Talent Summit has been cancelled.

Dynamics 365 for Talent Summit [ADDRESS]

[DATE] [TIME]

We apologize for any inconvenience. We will be sure to notify you if this event is re-scheduled for a later date. Please visit our [website] if you are interested in learning more about other events and webcasts.

Follow-up Registered, did not attend

Subject line: Dynamics 365 for Talent Summit: Sorry we missed you

Our records indicate that you were registered for the following event but did not attend:

Dynamics 365 for Talent Summit [ADDRESS]

[DATE] [TIME]

Please visit our [website] if you are interested in learning more about other events and webcasts. We look forward to seeing you at one of our future events!



Follow-up Thank you for attending

Subject line: Dynamics 365 for Talent Summit: Thank you for attending! Thank you for attending the following event:

Dynamics 365 for Talent Summit [ADDRESS]

[DATE] [TIME]

If you did not get a chance to provide feedback the day of the event, please let us know what you thought of everything via our [survey].

We hope that you found this event valuable and informative. Please visit our [website] if you are interested in learning more about other events and webcasts.

We look forward to seeing you again in the future!

Social + Banners



Twitter

Did you know that 65% of recruiters said that a lack of skilled candidates is their largest obstacle to hiring? Learn how to improve sales productivity and build better relationships with your customers at our Dynamics 365 for Talent Summit on [DATE]. Register today!

Register for our Dynamics 365 for Talent Summit, designed to equip you and your HR team with the knowledge and tools they need to land top candidates and accelerate their success.

Get inspired and discover new opportunities to improve recruiting and talent acquisition at our Dynamics 365 for Talent Summit on [DATE]. Space is limited.

Did you know that 87% of HR and business executives say that culture is the most important to business success? Explore the latest sales tools from Microsoft and learn how to talent acquisition and build better teams at our Dynamics 365 for Talent Summit on [DATE]. Register [here].

Empower your HR team and people managers with the tools they need to land top candidates and accelerate their success. Register for our Dynamics 365 for Talent Summit and learn how to transform your talent acquisition and onboarding.

Facebook + LinkedIn

Title: Hire, develop, and retain people who can deliver impactful results. Microsoft Dynamics 365 for Talent empowers your HR team and people managers with the tools they need to land top candidates and accelerate their success.

We'd like to invite you and your team to participate in our Dynamics 365 for Talent Summit, designed to equip you and your sales team with the knowledge and tools to foster stronger relationships with your buyers, close more deals, and drive higher revenue.

During this event you will learn how to:

- Inspire: Get inspired by new ideas and success stories of modern HR teams leveraging technology to move beyond traditional human resource management.
- Discover: Discover opportunities to reduce time to fill, win top talent, and set up employees for success.
- Experiment: Try the latest tools from Microsoft Dynamics 365 for Talent.

Learn more and register at the link below.

Banner



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