

Microsoft Power platform

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 Microsoft Power platform event

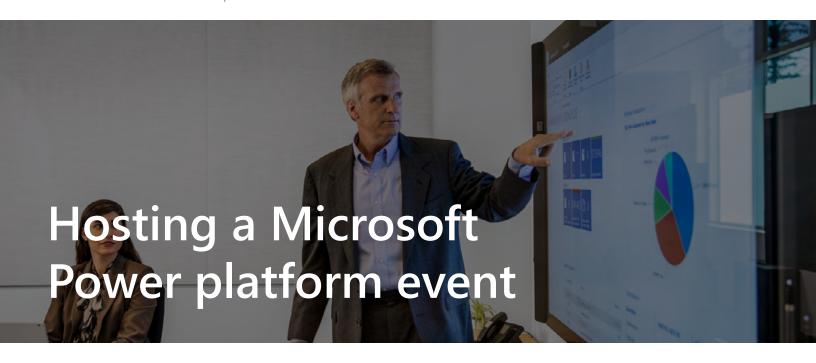
Schedule Checklist

Event assets

Abstract Agenda Registration page Feedback form

Marketing assets

Invites Social Banner



Hosting a Microsoft Power platform event

Thank you for your interest in hosting a Microsoft Power platform event. Our objective with this event kit is to provide partners with a framework for hosting a Microsoft Power platform 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 Microsoft Power platform event that is tightly aligned with this guidance, a Microsoft Power platform event with your unique spin, or another event that is better aligned to serve you and your customers.

Topics to consider:

- Getting started with Power BI/PowerApps and Microsoft Flow
- Turning data into actionable insights
- Embedding data into your apps
- Automate your business processes

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

Customize, extend, and build all the apps you need with the Microsoft Power platform.

Today's businesses need data and analytics to help them make smarter decisions, and access to modern business applications to help them get more done. This requires flexible, interactive dashboards, intelligent applications, and powerful workflow automation..

We'd like to invite you and your team to participate in our Microsoft Power platform Summit, designed to equip you with the knowledge and tools to build the apps your business needs, drive business outcomes, and automate your business processes.

During this event you will learn how to:

- **Inspire:** Get inspired by new ideas and success stories of modern businesses leveraging technology to drive growth.
- **Discover:** Discover opportunities to improve business performance, gain insights into your data, and create an app for every task.
- **Experiment:** Try the latest tools from Microsoft Power platform.

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

Microsoft Powerplatform Summit

Pagistar

Register today!

Customize, extend, and build all the apps you need with the Microsoft Power platform.

Today's businesses need data and analytics to help them make smarter decisions, and access to modern business applications to help them get more done. This requires flexible, interactive dashboards, intelligent applications, and powerful workflow automation..

We'd like to invite you and your team to participate in our Microsoft Power platform Summit, designed to equip you with the knowledge and tools to build the apps your business needs, drive business outcomes, and automate your business processes.

During this event you will learn how to:

- **Inspire:** Get inspired by new ideas and success stories of modern businesses leveraging technology to drive growth.
- **Discover:** Discover opportunities to improve business performance, gain insights into your data, and create an app for every task.
- Experiment: Try the latest tools from Microsoft Power platform.

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		
Fmail		

Submit

Details

When

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

Where

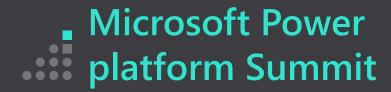
Microsoft Training Center 700 Bellevue Way NE Bellevue, WA 98004

Feedback form





Partner logo



Thank you for attending our Microsoft Power platform 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 event? * O Very satisfied O Somewhat satisfied O Somewhat dissatisfied O Very dissatisfied							
How strongly would you agree that attending the event has motivated you to either recommend, try, purchase, or deploy Microsoft products and/or services? * O Strongly agree O Somewhat agree O Neutral O Somewhat disagree O Strongly disagree							
Did you achieve your objectives for attending this event? * O Yes O No							
Did you find the Microsoft Power platform Summit and content valuable? O Highly valuable O Valuable O Low value							
Which sections of the Microsoft Power platform 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 Microsoft Power platform Summit, how likely are you to deliver this content to your organization? O Highly likely O Not at all							
Would you like us to send you the Microsoft Power platform Toolkit? O Yes O No							
Would you like to share any other comments or feedback about the Microsoft Power platform Summit?							

Submit



Banners

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



Emails

- InvitationsInvite
- 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 Microsoft Power platform Summit Dear [NAME],

We'd like to invite you and your team to participate in our Microsoft Power platform Summit, designed to equip you with the knowledge and tools to build the apps your business needs, drive business outcomes, and automate your business processes. During the summit, we will explore new ideas, share success stories, discover new opportunities for your business to improve business performance, and demo the latest tools from Microsoft Power platform.

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 Microsoft Power platform Summit!

Best Regards,

[NAME]

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



Invitations Second invite

Subject line: Registration Closing Soon: Microsoft Power platform Summit Dear [NAME],

I hope thinks are going well for you.

We're just a couple weeks away from our Microsoft Power platform 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: Microsoft Power platform Summit: Registration confirmation
Thank you for registering. This email confirms your registration for the following event:

Microsoft Power platform 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: Microsoft Power platform Summit: Registration pending
Thank you for your interest in attending our upcoming Microsoft Power platform 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.

Microsoft Power platform Summit [ADDRESS]

[DATE] [TIME]

Thank you again for your interest.



Auto responses Rejected

Subject line: Microsoft Power platform Summit

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

Microsoft Power platform 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: Microsoft Power platform Summit: Reminder

Thank you for your interest in our Microsoft Power platform Summit. We would like to remind you that you are registered for the following event:

Microsoft Power platform 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: Microsoft Power platform Summit: New location/New schedule
The Microsoft Power platform for which you are registered has changed location and/or schedule. Please see the new event details below:

Microsoft Power platform 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: Microsoft Power platform Summit: Cancellation confirmation This confirms your registration has been cancelled for the following event:

Microsoft Power platform 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: Microsoft Power platform Summit cancelled We regret to inform you that our Microsoft Power platform Summit has been cancelled.

Microsoft Power platform 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: Microsoft Power platform Summit: Sorry we missed you

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

Microsoft Power platform 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: Microsoft Power platform Summit: Thank you for attending! Thank you for attending the following event:

Microsoft Power platform 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 PowerApps and Microsoft Flow users saw a 70% reduction in application development cost and effort? Learn how to improve business performance, gain insights into your data, and create an app for every task at our Microsoft Power platform Summit on [DATE]. Register today!

Register for our Microsoft Power platform Summit, designed to equip you with the knowledge and tools to build the apps your business needs, drive business outcomes, and automate your business processes.

Get inspired and discover new opportunities to improve business performance at our Microsoft Power platform Summit on [DATE]. Space is limited.

Did you know that 72% businesses feel BI has helped them achieve growth in revenues? Explore the latest business intelligent and process automation tools from Microsoft and learn how to boost productivity and increase revenue at our Microsoft Power platform Summit on [DATE]. Register [here].

Customize, extend, and build all the apps you need with the Microsoft Power platform. Register for our Microsoft Power platform Summit and learn how to transform your sales.

Facebook + LinkedIn

Title: Customize, extend, and build all the apps you need with the Microsoft Power platform.

We'd like to invite you and your team to participate in our Microsoft Power platform Summit, designed to equip you with the knowledge and tools to build the apps your business needs, drive business outcomes, and automate your business processes.

During this event you will learn how to:

- Inspire: Get inspired by new ideas and success stories of modern businesses leveraging technology to drive growth.
- Discover: Discover opportunities to improve business performance, gain insights into your data, and create an app for every task.
- Experiment: Try the latest tools from Microsoft Power platform.

Learn more and register at the link below.

Banner



© 2018 Microsoft Corporation. All rights reserved.

This document is provided "as-is." The information and views expressed in this document, including URL and other Internet Web site references, are current as of the publication or revision date and may change without notice. You bear the risk of using it.

This document is provided for informational purposes only and cannot be incorporated within, or attached to, any type of an agreement. This document is not intended to be a service contract, and does not commit Microsoft, its channel partners, or the customer to any features, capabilities or responsibilities mentioned herein. As used in this document, references to "partner" refer solely to marketing relationships and do not refer to or imply a partnership or any other legal relationship.

The furnishing of this document does not provide you with any legal rights to any intellectual property in any Microsoft product or service. You may copy and use this document for your internal, reference purposes only.