



10:00am- 1:00pm:

- Lists/Committees
 - More than just static groups of members you can email, discover how you can take your lists to the next level.
 - Create Smart Lists
 - Publish Lists of contacts to your website (i.e. BoD, Staff)
 - Import contacts into your database in bulk
- Email Designer
 - Find out all the tips and tricks of the Email Designer interface (included with your subscription to the Marketing Automation module).
 - Standard Tools
 - Custom Tools
 - Working with Templates
- Marketing Automation
 - We'll go over 5 Best Practices for Marketing Automation and include some example workflows to get you started.

1:00pm- 2:00pm: Lunch Break

2:00pm- 5:00pm:

- Engaging Members through the Info Hub
 - Learn how to make sure your members know about the Info Hub and how they can log in and use it to make their (and your!) life easier.
 - Updating contact info, directory listings, and billing preferences
 - Registering for events
 - Posting content (job listings, member to member deals)
 - Interacting with other members
- Event Setup and Management
 - The Events module is designed to help you navigate every aspect of the event process - everything from inviting attendees to creating invoices and managing registrations.
 - Registration Types and Discounts
 - Additional Items and Custom Fields
 - Event Messaging and Communications
 - Managing Registrations and Table/Team Management
 - Printing Badges and Checking In Attendees

