



# GrowthZone Classroom Training

## Day 1

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9:30 – 10:00 Introductions

10:00 – 12pm Communications & Lists/Committees

- Email Templates
- Email Designer
- Push Notifications
- Lists/Committee Setup
- Smart Lists
- Manage Unsubscribes
- Manage Invalid Emails

12:00 – 1:00 Lunch

1:00 – 4:00 pm Managing Events

- Overview of Event Setup
- Set Up Event Registration Types
- Manage Event Discounts
- Selling Additional Items
- Manage the Guest List

Working with Sponsors

- Setup Sponsorships
- Manage Sponsorships

Working with Exhibitors

- Setup Exhibitor Registration Options
- Manage Exhibitors



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## Day 2

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### 9:30 – 12:00 Managing Renewals

- Renewal Settings
- Data Verification
- Generate & Deliver Invoices

#### Manage Unpaid Dues

- Identify over-due membership dues invoices
- Apply late fees
- Mass drop

### 12:00 – 1:00 Lunch

### 1:00 – 2:30 Marketing Automation

- 5 Best Practices for Marketing Automation
- Set up a New Member Onboarding Campaign

### 2:30 – 4:00 Working with Reports

- Common Report Functions
- Generating Reports
- Sample Reports

*Please bring a laptop so that you can follow along, in your own database, with the instructor.*

