Frequently Asked Questions — About Ready-To-Go Marketing Events

MPE Account Information
• How do I add new users to my MPE account? • How do I remove users from my MPE account? • How do I update my company description and logo? • What is a privacy statement and why do I need it?
Event Setup
• I am trying to create my first event, but the only option I have is to copy, can you please help fix this? • Can I edit my event after I activate it? • Can I add additional partners to my event?
Customer Registration
• When my event registration page closed, it defaulted to a different user, how do I change this? • When customers try to register for my event, they are asked to log in with a Live ID, is there a work around for this? • Does MPE send reminder e-mails to my customers? • How can I see who has registered for my event?
Microsoft Support
• I am looking for additional support for other events that my company is planning do I come to you for this support? • Where can I find copies of presentations for this campaign or any other campaign I am interested in having an event for? • Can I get an event giveaway from you? • I am a new Microsoft partner, are there any other forms of event support from Microsoft that I can tap into? • Last year I had a TPAM and that person has now left and I do not know who my new TPAM is; who should I contact? • How do I book space in a Microsoft Office? • How can I find pre-existing contact lists?

Answers:

MPE Account Information

Question: How do I add new users to my MPE account?

Answer: All new users must associate themselves to your company's partner program account and then set up their Microsoft Partner Events account**.** Please e-mail the RTGM Helpdesk for instructions on how to do this.

Question: How do I remove users from my MPE account?

Answer: All users must be removed by the MPE team. Please e-mail RTGM Helpdesk the list of users you would like removed.

Question: How do I update my company description and logo?

Answer: To update your company description at MicrosoftPartnerEvents.com, please take the following steps:

1. Go to www.microsoftpartnerevents.com and log in to your account
2. Click personalize this site from your left hand navigation bar
3. On the personalize this site page, you will be able to update your logo, description, and privacy statement
4. Once the description is entered, you will want to select the option to save settings under the description

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Question: What is a privacy statement and why do I need it?

Answer: People registering for events at ClickToAttend.com need to understand who is collecting their personally identifiable information and what will be done with that information. Because it's a co-branded site (Microsoft and you, the partner), all partners who use the event-registration service are required to supply a privacy statement that will appear as part of their event listings, alongside the privacy statement supplied by Microsoft.

For more information on creating a privacy statement, you're encouraged to consult your attorney and/or use the following resources:

- A sample privacy statement from the Better Business Bureau at https://www.bbbonline.org/privacy/sample_privacy.asp

- "How to Construct Your Privacy Policy: Privacy Policy Generator" from the Direct Marketing Association at http://www.the-dma.org/privacy/creating.shtml

To enter a privacy statement at MicrosoftPartnerEvents.com please take the following steps:

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2. Click personalize this site from your left hand navigation bar
3. On the personalize this site page, you will be able to update your logo, description, and privacy statement
4. Once the privacy statement is entered, you will want to select the option to save settings under each option

Event Setup

Question: I am trying to create my first event, but the only option I have is to copy, can you please help fix this?

Answer: The reason you are not able to create your event is that you have not entered in your privacy statement. People registering for events at ClickToAttend.com need to understand who is collecting their personally identifiable information and what will be done with that information. Because it's a co-branded site (Microsoft and you, the partner), all partners who use the event-registration service are required to supply a privacy statement that will appear as part of their event listings, alongside the privacy statement supplied by Microsoft.

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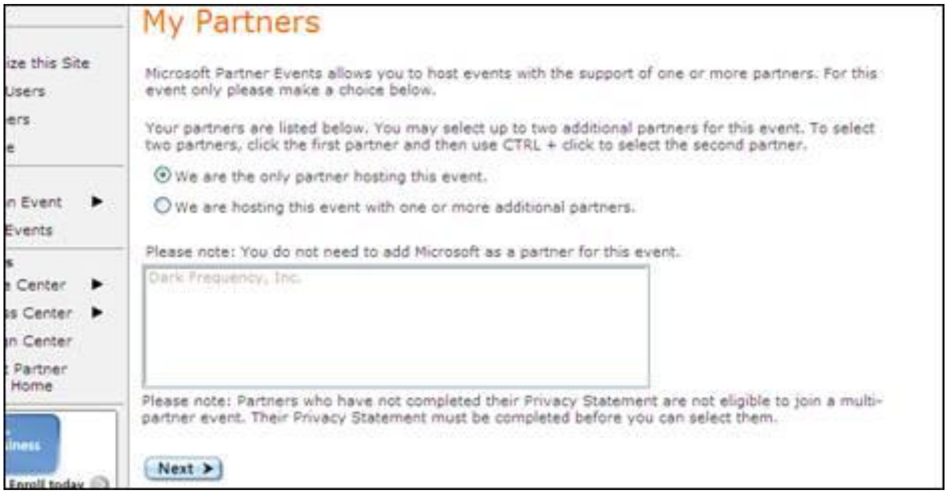
Question: Can I edit my event after I activate it?

Answer: To do this, you will want to go to www.microsoftpartnerevents.com. Once you are in your account, you will see the event listed under manage events. You will want to select the option to edit/cancel your event from the actions menu to the right of the event. This will bring you to the event preview screen, where you will want to select the edit option at the bottom of the screen. You can then go through the event worksheet and make any changes to the event. As you are making the changes, you will continue to go through until you get to the preview page. When you get to this page, please select the option to save, if you are not ready to make your page live, or save and activate to make your event live. This will save the changes made to this event.

Question: Can I add additional partners to my event?

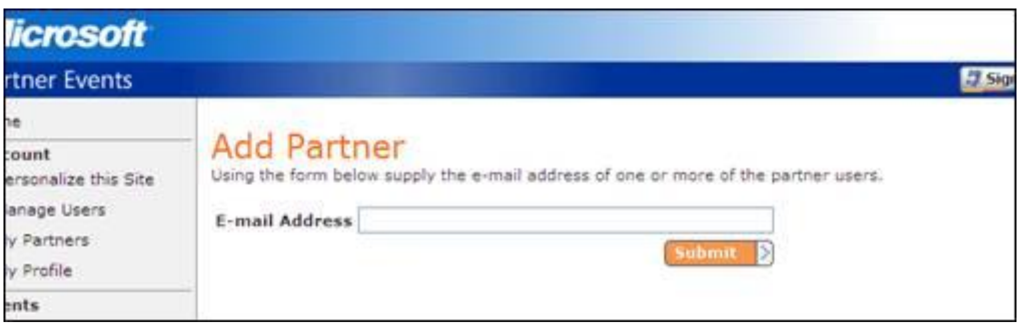
Answer: In the event workflow, you'll arrive at a My Partners page, which enables you to select partners from your My Partners list with whom to co-host the seminar, if you'd like. Some of the most successful events are those done in partnership with another organization. Microsoft partners who offer consulting services, training services, hardware solutions, software solutions, and software licensing often have natural synergies that, when brought together, help to create a great event.

To host the seminar by yourself, just make sure that the **We are the only partner hosting this event** option is selected and click **Next** at the bottom of the page. To co-host with another partner, click the **We are hosting this event with one or more additional partners** option, and click to select the appropriate partner from the Partners field below. (You can co-host with up to two additional partners. To select two partners, just press your keyboard's CTRL key as you click.)



Note that to be able to select a partner as a co-host, you must first add that partner to your My Partners list.

To add a partner to your My Partners list, click **My Partners** in the left navigation bar. Click the **Click here to Add a Partner** link near the center of the page. This takes you to a separate page (shown next), in which you enter the partner's e-mail address and click **Submit**.



The page will refresh, and, if a match is found, the partner's name and location will appear at the bottom of the page. To add the partner to your list, click the **Add to My Partners** link to its left. This automatically returns you to the My Partners home page, where, in the Partners field, your newly added partner will appear.

If no match is found, please contact the partner and make sure you're using the e-mail address associated with the partner's MicrosoftPartnerEvents.com account.

Note: partners who haven't entered a privacy statement are not eligible to join a multi-partner event. Their privacy statement must be completed before you can select them.

Customer Registration

Question: When my event registration page closed, it defaulted to a different user. How do I change this?

Answer: The primary contact email will be displayed on the page when the event is closed. To change the primary contact, you will need to update this information at partner.microsoft.com. If you have any questions about doing this, please reach out to mspp-na@microsoft.com and ask them to assist in changing the primary contact on your partner program account.

Question: When customers try to register for my event, they are asked to log in with a Live ID. Is there a work around for this?

Answer: Based on revised policy set by Kevin Turner, Windows Live ID is the only permissible online method for collecting and validating customer and partner information. We've put the following features on the site to help alleviate any partner and customer dissatisfaction although we're always looking for feedback around improving our site, so please feel free to forward any additional suggestions.

- **Single-Person Registration**
  - The single person registration experience looks like the www.ClickToAttend.com experience you see today only you access it from inside www.MicrosoftPartnerEvents.com.
  - On the Actions menu of an event choose Add Registrants.
- **Bulk Registration**
  - For the group or bulk registration experience, you can download a spreadsheet template from the Add Registrants page of the site, paste in your event registrations, and upload the file into the site.
  - On the Actions menu of an event choose Add Registrants.
  - The bulk feature is also useful if you're using internal or 3rd-party telemarketing to drive demand for your events.
- **Alternate Registration Options**
  - In the Event Preview step just before activating an event, or in the Edit Menu for an existing event, you'll see a new option to include Register by E-Mail or Phone.
  - If you choose these options, you can enter a phone number and/or e-mail address to offer to people when they register on www.ClickToAttend.com.
  - You would then be responsible for entering registrants' information in through www.MicrosoftPartnerEvents.com using one of the options above so that the registrant will receive a registration confirmation and reminder messages.

OPTIONAL ACTION:

If you'd like, you can enable phone and/or e-mail registration by:

- visiting www.MicrosoftPartnerEvents.com,
- locating the appropriate event,
- clicking Edit/Cancel on the Actions menu
- at the very bottom of the page, check the box for **Allow Users to Register Via Phone and E-Mail**
- enter the phone number and/or e-mail address you'd like to use

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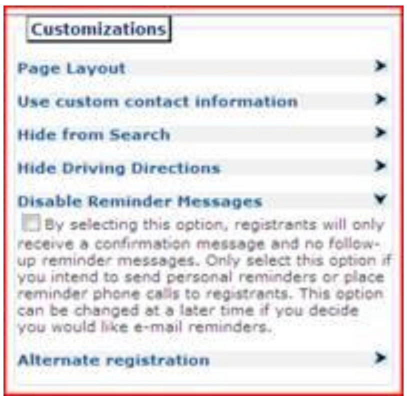
Question: Does MPE send reminder e-mails to my customers?

Answer: Microsoft sends your customers 3 e-mails when they register for the event. The first e-mail is a confirmation e-mail that they receive when they register for the event and the other 2 e-mails are reminders to let the customer know the event is coming up. The reminder messages are sent 1 week and 2 days prior to the event. If you prefer to disable the reminders, you can do this, but the customers will still receive the confirmation e-mail.

To disable the reminder messages, you will do this either when you create your event or by selecting the option to edit/cancel your event from the actions menu to the right of your event. Once you have completed filling in the information to set up your event or when you select the edit/cancel option, you will see an event preview page. On the bottom of this page there will be a customization menu. In this menu there will be an option to disable the reminder messages. You will click this option and a check box will appear. You will want to click the check box and then save your event.



Question: How can I see who has registered for my event?

Answer: To view who has registered for your event, please follow the instructions below:

- Go to www.microsoftpartnerevents.com and log in to your account
- Once you are logged in, find your event under manage events and there will be a registration number to the far right of the events.
- Click on the registration number
- On this page you will see limited contact information about the registrants. **To view the entire contact information, you will want to click on the export to excel link that is displayed on this page. The excel spreadsheet will contain full contact details.**

Microsoft Support

Question: Whom do I contact for additional event support?

Answer: All funding available through the Microsoft Partner Events site must be sent to the partner from their field sponsor. This is typically the partners Partner Account Manager or Tele Partner Account Manager. I suggest you reach out to this person to see if they have available funds to assist with this event. If you don't know who this person would be, we suggest that you reach out to the Partner

Program to see if they will be able to assist with finding a contact. The Partner Program can be reached at mspp-na@microsoft.com or 800-765-7768

Question: Where can I find copies of presentations for this campaign or any other campaign I am interested in having an event for?

Answer: You can find available copies of presentations for your present Active event, by using the Event Resources tab under Actions. You can also access any campaign content and resources by using the Campaign Center which is located under the Events heading in your MPE account.

Question: Can I get an event giveaway from you?

Answer: All promotional items available through the Microsoft Partner Events site must be sent to the partner from their field sponsor. This is typically the partners Partner Account Manager or Tele Partner Account Manager. I suggest you reach out to this person to see if they have available funds to assist with this event. If you don't know who this person would be, I suggest that you reach out to the Partner Program to see if they will be able to assist with finding a contact.

The Partner Program can be reached at mspp-na@microsoft.com or 800-765-7768

Question: I am a new Microsoft partner. Are there any other forms of event support from Microsoft that I can tap into?

Answer: To find a list of the current promotions and promo codes, you can go to https://partner.microsoft.com/US/salesmarketingsection/uspromotions. This site lists all the promotions available to partners as well as the promo codes to redeem them and the redemption process, as some programs have different redemption processes.

Question: Last year I had a TPAM and that person has now left and I do not know who my new TPAM is; who should I contact?

Answer: Please contact 1-800-426-9400 or via email at tpamsupp@microsoft.com

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Question: How do I book space in a Microsoft Office?

Answer: To reserve a room in a Microsoft office, you will need to contact the office directly. We suggest going to http://www.microsoft.com/about/companyinformation/usaoffices/default.mspx to determine the best office or offices. Then you can click on the location to obtain the phone number to contact the location directly. When you contact the location, ask for the appropriate contact and process to reserve a room as a Microsoft partner. The contact person at the office can also help provide guidance on catering.

Question: How can I find pre-existing contact lists?

Answer: Microsoft partners are able purchase contact lists through the Ready-To-Go Marketing Services contact list program.