

**Details so far for the More4Apps networking event:**

**Where:** Herringbone

**Date:** Tuesday, April 4, 2017

**Time:** 7.30pm

**What:** Sit down dinner

**Here is a link to the Herringbone website if you are interested:**

<http://herringboneeats.com/las-vegas/>

Process for inviting people to the networking event

Step	Details	Person Responsible	Timing
Step 1	Account manager invites contact	Account Manager	Now
Step 2	Account manager adds contact details to the google document (link below)	Account Manager	Now
Step 3	Marketing will send all contacts in the google document a formal invitation via email (the customer can reply to the email if they cannot make it and marketing will let you know)	Marketing	Weekly updates from 5 weeks out meeting up till the start of C17.
Step 4	Account manager to liaise with contact leading up to the event to make sure they are still coming	Account Manager	1 week out from event
Step 5	Prior to event- Provide a list of people registered for the networking event	Marketing	4th April

**Google document link for registering customers:**

<https://docs.google.com/a/more4apps.com/spreadsheets/d/1L4oT0dfbi6jN-tjUYD1DHxV3ELBvRk1i4Y0PoD-H-xU/edit?usp=sharing>

**Print and email invites:**

**Email-** Marketing will email all registrants on the google document a confirmation email with details of the event. This email will also include a way for people to reply if they can't make it. If they do reply saying they can't make it marketing will let the appropriate Account Manager know.

**Print-** Physical invites will be available at the booth for Account Managers to distribute. It is the Account Managers responsibility to keep track of the details of these people.

Ideally at the end of each day Account Manager **email Nika names of people given physical invites** (a photo of a business, a name scribbled on a piece of paper). It's important that we can keep all details in one place for accuracy. **Nika will follow up any missing details after the event with appropriate Account Manager** (I know you'll be busy so a name to me will do as long as we can track their details afterward).

Process for at the networking event and after

Step	Details	Person Responsible
Step 1	At the event record details of your attendees (Keep track of anyone you invite that attends event)	Account Manager
Step 2	Document for sales to upload their event attendees	Marketing
Step 3	Upload to salesforce into lead queue	Marketing
Step 4	'Tag' contact list in Pardot 'C17 networking event attendees' for future communication	Marketing
Step 5	Add contacts to the C17 email list for nurturing	Marketing

Sales to follow up as per sales strategy. If there is anyone you wish Marketing not to contact please indicate this in your contacts fields in Salesforce. If you don't know how to do this please contact any member of the Marketing team for assistance.

Any questions please email Nika [nika.upston@more4apps.com](mailto:nika.upston@more4apps.com)