

Marketing Advantage workshop agenda

- 0900 Arrival and registration
- 0930 Workshop opens
- Introduction to Marketing Advantage
- Active Stationary
 - Marketing features
 - Statistics & reporting
- 1100 Coffee break
- 1115 Creating Active Stationery
- Creating and uploading
 - Microsites and clickactions
 - Attributes
 - Reporting
- 1315 Lunch
- 1400 Creating Broadcasts
- Broadcasts & sender lists
 - Releasing and planning
 - Viewing statistics
 - Common “How do I?”
- 1515 Final Q&A
- 1530 Technical workshop closes

