



# Adobe Marketo Engage

## Creating Event and Webinar Programs

**Course description:** Every business seeks to stand out from its competition, and events can help you do just that. In this course, you'll learn how to create and track in-person and online events in Marketo Engage, as well as how to use the special features available specifically for event programs, including Marketo Exchange (formerly LaunchPoint™) integrations, the Marketo Event Check-in application, and caps and goals.

**Product features covered:** This course covers the out-of-the-box features of Marketo Engage. No add-on products are discussed.

**Best for:** Marketers with experience in Marketo Engage who want to leverage event and webinar marketing to engage people throughout the marketing journey.

**Recommended prerequisites:**

- Marketo Core Concepts I
- Marketo Core Concepts II

**Duration:** 3 hours

**Format:** This course combines lecture and hands-on activities in a Marketo training environment for an interactive experience.

If attending virtually, we recommend using two computer screens: one to view the instructor demos and one to complete the activities and lab exercises in the training environment.

**Learn to:**

- Create a live event program
- Create a nested email program to promote an event
- Track promotion of an event across multiple channels
- Report on the effectiveness of event programs
- Track event attendance using the Check-In app
- Use the Marketing Calendar to manage your events
- Integrate an event program with a webinar service
- Enhance event programs with caps and goals

**Course materials**

- Creating Event and Webinar Programs Student Guide
- Creating Event and Webinar Programs Exercise Guide

**Start Learning Today**

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