**Training Agenda**

**Day 1 - Getting your Email Marketing Platform Up and Running**

Utilizing best practices, this training session will focus on Marketing application setup and core email marketing capabilities. First, you will learn about the different work areas within the Marketing application and how to fine tune application behavior. Second, you will learn how to upload and manage assets, create marketing emails, build segments, understand triggers, and send marketing emails through customer journeys.

**Day 2 - Utilize Forms and Pages to Generate Leads and Enrich Your Customer Data**

This session will cover how to create and deploy marketing forms and pages. First, you will learn how to create marketing pages and forms where your customers and prospects can learn more about your organization and opt in to receive communications from marketing or sales. Next, you will learn how to setup and manage your customer communication preferences. Finally, you will learn how to enforce customer preferences through emails and journeys.

**Day 3 - How to Plan your Marketing Events from End to End**

The third day of bootcamp aims to prepare you for planning and setting up events within Dynamics 365 Marketing. At the end of the session, you will know how to setup and manage your event, create and deploy your event communications, manage the registration and check-in processes, and follow up with your customers after the event.

**Day 4 – Enhancing your Marketing Efforts with Analytic insights and Advanced Features of the Application**

The final session will show you how to view and interpret the insights generated from your marketing activities. This session will also showcase advanced email capabilities such as conditional content, design and content ideas, advanced personalization, as well as AI-driven features within journeys.