

Creating Events in Adobe Connect

Creating an Event in Adobe Connect allows the host to require registration prior to the event during which the host can collect additional information regarding participants, such as name, affiliation, email address, etc. Information collected during registration can be customized for each event. In addition to general contact information, the host can also create questions to collect additional information. In addition to collecting registration information, an Event allows the host to do a variety of other actions such as send automated reminders, send follow-up emails to registered participants before or after the event and a variety of other features.

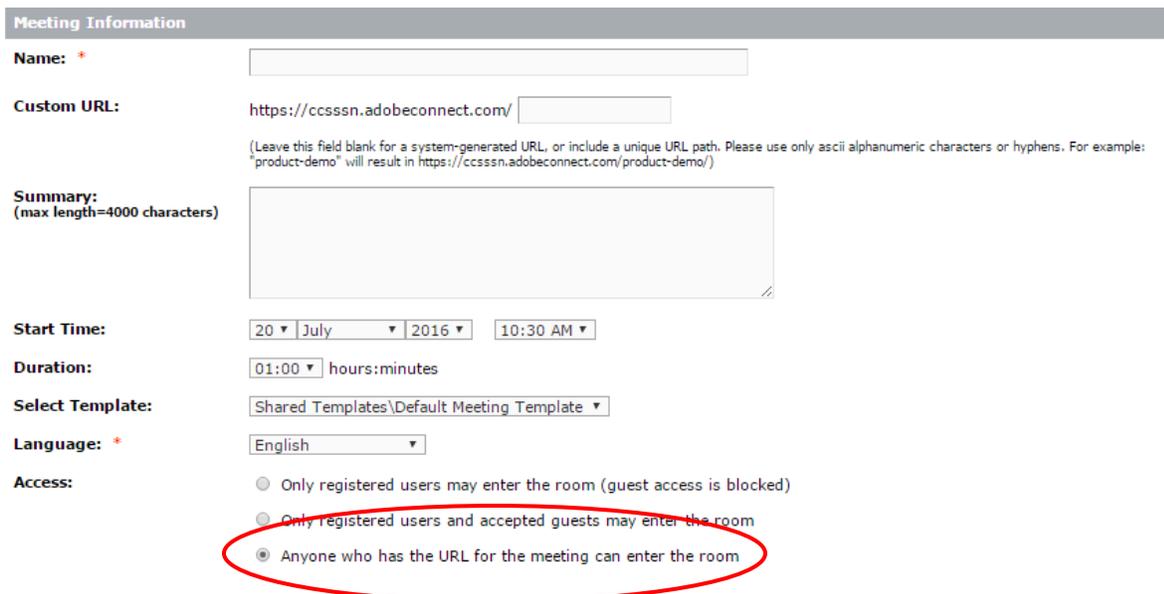
In order to create an event in Adobe Connect, you must have an Event Management license. The OCC projects have one Event Management license and it is associated with the OCCNetwork User account. To access this account log in using the following information:

User Name: OCCTANetwork@icfi.com

Password: Welcome1

Step 1 – Create Adobe Connect Meeting Room

1. Create an Adobe Connect meeting room just as you would for any regular Adobe Connect meeting. At a later time in the set up process, you will link the event registration to this Adobe Connect Meeting room.
2. **Make sure the meeting room is set up to allow anyone to enter.**



Meeting Information

Name: *

Custom URL: <https://ccssn.adobeconnect.com/>

(Leave this field blank for a system-generated URL, or include a unique URL path. Please use only ascii alphanumeric characters or hyphens. For example: "product-demo" will result in https://ccssn.adobeconnect.com/product-demo/)

Summary:
(max length=4000 characters)

Start Time: 20 July 2016 10:30 AM

Duration: 01:00 hours:minutes

Select Template: Shared Templates\Default Meeting Template

Language: *

Access:

- Only registered users may enter the room (guest access is blocked)
- Only registered users and accepted guests may enter the room
- Anyone who has the URL for the meeting can enter the room

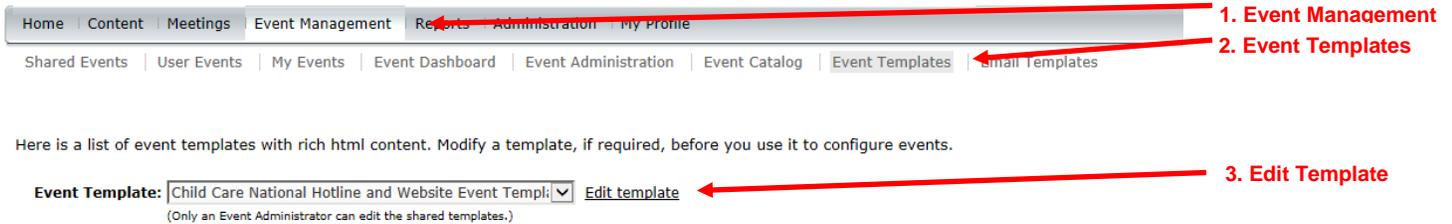
Step 2 – Creating an Event Template

First we need to create an event template that will be used to send information regarding the event to invitees.

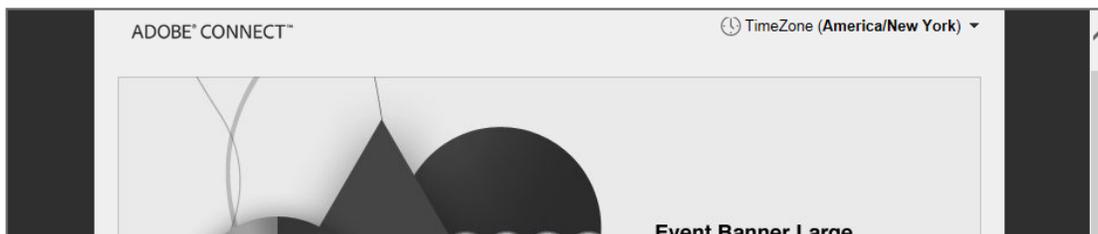
Creating Events in Adobe Connect

1. From the main Adobe Connect account screen, select Event Management from the top menu bar.
2. From the second level menu bar select Event Templates
3. Select Edit Template

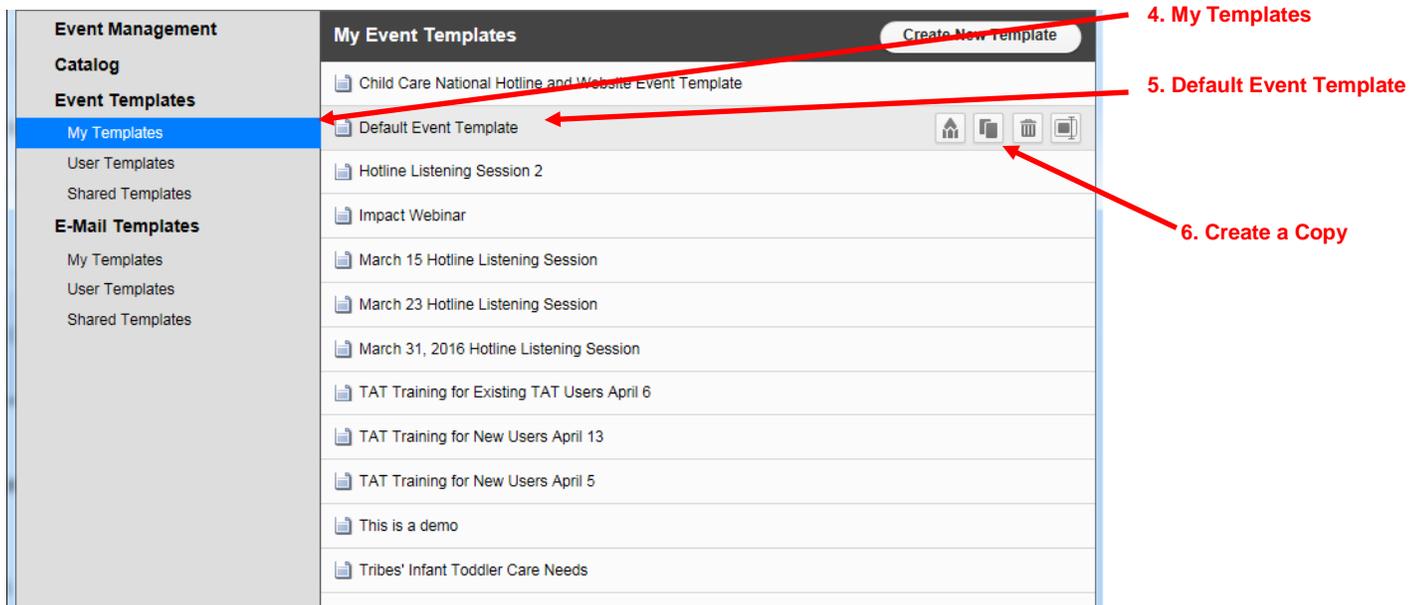
ADOBE® CONNECT™



Here is a list of event templates with rich html content. Modify a template, if required, before you use it to configure events.



1. Select My Templates on the left side under the Event Templates section
2. Select Default Event Template
3. Select the icon to create a copy of the template.



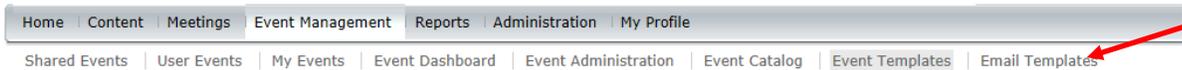
4. Name the template and save— best practice is to name the template the same as the meeting name. Once the template has been saved, you will return to the screen shown above and you will see that the template you created now appears in the list of My Event Templates

Step 3 – Creating a Confirmation Email Template

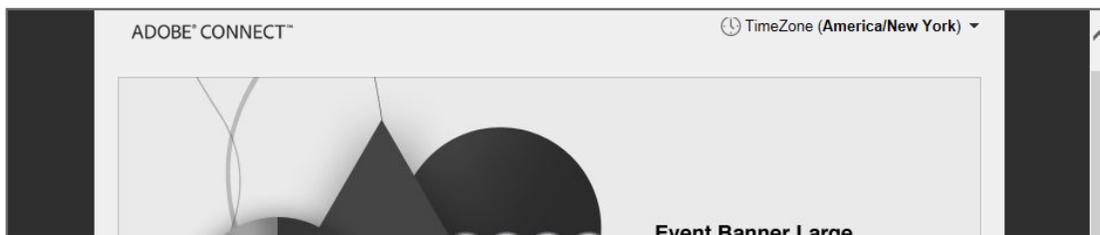
Next we need to create an email template that will be used to send information regarding the event to invitees.

1. From the main Adobe Connect account screen select Email Templates from the second level menu bar.
2. Select Edit Template

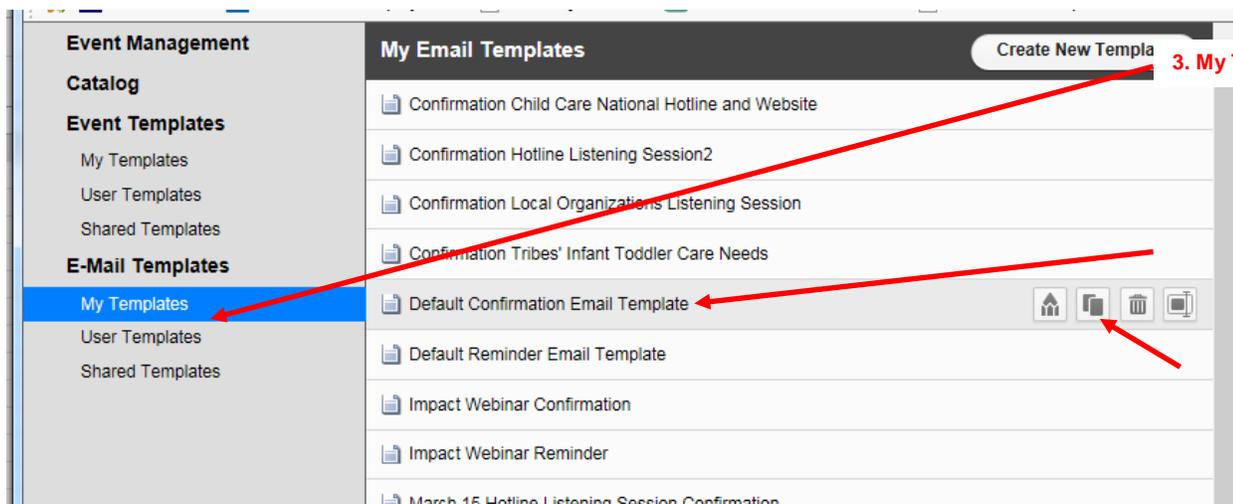
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Here is a list of event templates with rich html content. Modify a template, if required, before you use it to configure events.



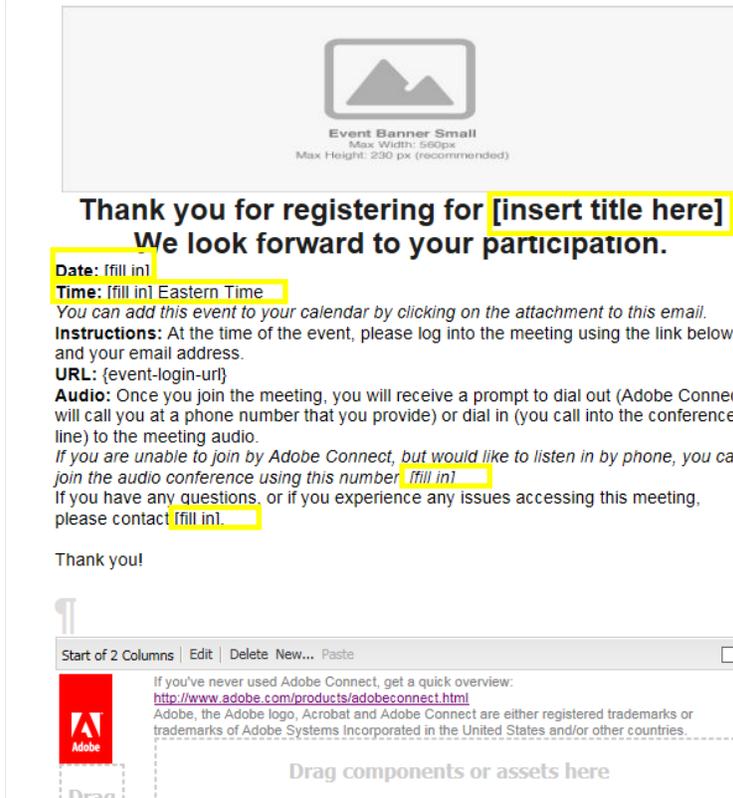
3. Select My Templates on the left side under the E-Mail Templates section
4. Select Default Confirmation Email Template
5. Select the icon to create a copy of the template.



6. Name the template and save— best practice is to name the template the same as the meeting name. **Include “Confirmation” in the template name** so that you can differentiate from your reminder email template. For example, “Confirmation Quality Improvement Webinar.”
7. Once the template has been saved, you will return to the screen shown above and you will see that the template you created now appears in the list of My Email Templates.

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- In the newly created template, fill in the title of the event, date, time, audio conference information, and contact info. Do not fill in the URL – Adobe Connect will automatically fill this in for you. Also do not worry about the event banner at the top, this will get created during a later step in the process.



Event Banner Small
Max Width: 560px
Max Height: 230 px (recommended)

Thank you for registering for [insert title here]
We look forward to your participation.

Date: [fill in]
Time: [fill in] Eastern Time
You can add this event to your calendar by clicking on the attachment to this email.
Instructions: At the time of the event, please log into the meeting using the link below and your email address.
URL: {event-login-uri}
Audio: Once you join the meeting, you will receive a prompt to dial out (Adobe Connect will call you at a phone number that you provide) or dial in (you call into the conference line) to the meeting audio.
If you are unable to join by Adobe Connect, but would like to listen in by phone, you can join the audio conference using this number: [fill in]
If you have any questions, or if you experience any issues accessing this meeting, please contact [fill in].

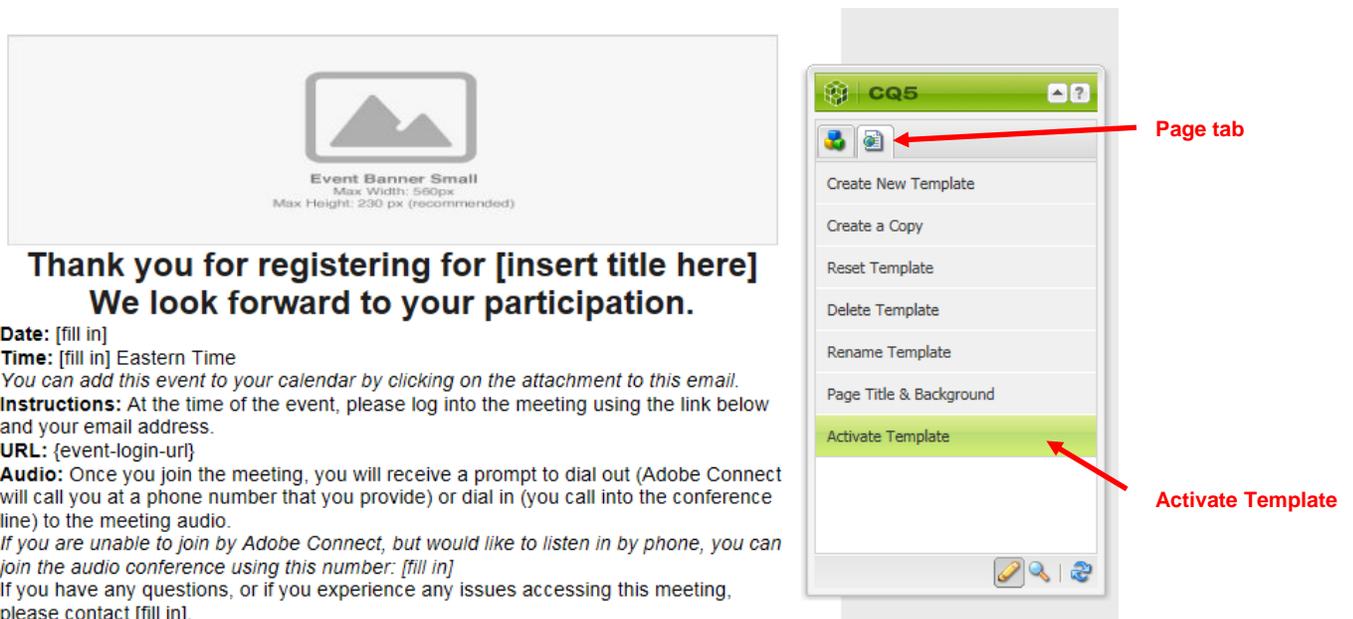
Thank you!

Start of 2 Columns | Edit | Delete New... Paste

If you've never used Adobe Connect, get a quick overview:
<http://www.adobe.com/products/adobeconnect.html>
Adobe, the Adobe logo, Acrobat and Adobe Connect are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

Drag components or assets here

- Once all of the information has been filled in, go to the CQ5 box that appears on the screen, select the Page tab, and select Activate Template. Say yes to the pop up box that appears.



Event Banner Small
Max Width: 560px
Max Height: 230 px (recommended)

Thank you for registering for [insert title here]
We look forward to your participation.

Date: [fill in]
Time: [fill in] Eastern Time
You can add this event to your calendar by clicking on the attachment to this email.
Instructions: At the time of the event, please log into the meeting using the link below and your email address.
URL: {event-login-uri}
Audio: Once you join the meeting, you will receive a prompt to dial out (Adobe Connect will call you at a phone number that you provide) or dial in (you call into the conference line) to the meeting audio.
If you are unable to join by Adobe Connect, but would like to listen in by phone, you can join the audio conference using this number: [fill in]
If you have any questions, or if you experience any issues accessing this meeting, please contact [fill in].

CQ5

Page tab

Activate Template

Activate Template

Step 4 – Creating a Reminder Email Template

1. Follow all the steps in Step 3 above for creating a confirmation email template. At #4 instead of selecting Default Confirmation Email, select Default Reminder email.
2. **Include “Reminder” in the email template name to help you differentiate this email from your confirmation email.** For example, “Reminder Quality Improvement Webinar”

Step 5 – Creating New Event

Once all of the templates are set up that will be used during the event set up, we are ready to create the event.

1. From the main Adobe Connect account screen, select New Event.

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Home | Content | Meetings | **Event Management** | Reports | Administration | My Profile

Shared Events | User Events | **My Events** | Event Dashboard | Event Administration | Event Catalog | Event Templates | Email Templates

User Events | OCCTANetwork@icfi.com

Event List | Edit Information | Set Permissions

New Event | New Folder | Duplicate Event | Cancel Event | Delete | Up One Level | Move

Make This Folder Public

✓	Name ▶	Start Time ▶	Duration ▶
<input type="checkbox"/>	 ACF National Hotline and Website Listening Session 2	01/13/2016 12:00 PM	02:00
<input type="checkbox"/>	 Impact Project National Webinar	03/21/2016 3:00 PM	01:00
<input type="checkbox"/>	 Listening Session: Child Care National Hotline & Website	12/09/2015 3:30 PM	01:30
<input type="checkbox"/>	 Local Organizations Listening Session	01/10/2016 3:00 PM	01:30

2. Enter Event Information (see screenshot below)
 - a. Event Template: Select the event template you created in Step 2 above
 - b. Name: Name your event
 - c. Custom URL: Identify a custom URL for your event
 - d. Event Information: Do Not complete
 - e. Detailed Information :Do Not complete
 - f. Register without Password: Enable
 - g. Presentation: select “Live” and “Present an Adobe Connect meeting”
 - h. Attendee Approval: Do Not enable
 - i. Visibility: Enable “Show in Catalog”
 - j. Allow Direct Entry: Enable
 - k. Start Time/ End Time/Time Zones: Enter information regarding your event
 - l. Registration Limit: If you want to limit the capacity select enable and enter the registration limit. If left blank an unlimited number of participants will be allowed to register. In setting the registration limit, keep

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in mind that not everyone who registers will attend. For example: if you feel the discussion will be best with 25 participants, you may want to set the registration to 40 assuming that maybe 25 of those will attend.

- m. Event Logo: Do Not complete
- n. Small Banner Image: insert banner provided
- o. Large Banner Image: insert banner provided
- p. Speaker Name/ Speaker Overview/ Speaker Detailed Overview/ Speaker Image: Do Not complete
- q. Language: will default to English
- r. Available Tags: Do Not complete

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Enter Event Information

Enter Event Information > Select Content > Create Registration > Customize Registration > Participant Management > E-mail Options > Campaign IDs

Event Information

Event Template: *

Tribes' Infant Toddler Care Needs

(Only an Event Administrator can edit the shared templates.)

Name: *

Tribes' Infant Todler Care Needs

Custom URL

https://ccssn.adobeconnect.com/ Tribes

(Leave this field blank for a system-generated URL, or include a unique URL path. Please use only ascii alphanumeric characters or hyphens. For example: "product-demo" will result in https://ccssn.adobeconnect.com/product-demo/)

Event Information:

(max length=254 characters)

(Overview information that appears in the Event catalog.)

Detailed Information:

(max length=4000 characters)

(Event details that appear on the Event site.)

Register Without Password:

Select to enable

(Enabling registration without password allows participants to register and login to the event by using only their email address. Since this setting lets registrants update their existing profiles without entering a password, Adobe recommends not enabling it if most participants are expected to be repeat users. This setting cannot be changed after creating an event.)

Presentation:

- On Demand
 - Present Content from the Adobe Connect Library
- Live
 - Present an Adobe Connect Meeting

Attendee Approval:

Attendees require approval after registration

Visibility:

Show in catalog
(Unselect if this is a private event or you do not wish to show it in catalog.)

Allow Direct Entry:

Allow direct entry for attendees
(Select to allow participants to directly join an in progress event after registering without the need to check emails for the event link.)

3. Select next at bottom of screen

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- On the next screen, select the meeting room created in Step 1 and select next at bottom of screen.
- On the create registration page, select the information you want to collect from participants during the registration process. (You are able to add additional fields and customized questions in the next step).
- Select next at bottom of screen.
- On the Customize Registration screen you can select the options at the top of the screen to add additional Multiple Choice, Short Answer, or Yes/No questions. Once all your questions have been added you can set the order in which you want the questions to appear.

[Event Information](#) | [Edit Information](#) | [Registration Questions](#) | [Participant Management](#) | [Select Content](#) | [E-mail Options](#) | [Campaign IDs](#) | [Reports](#)

Registration Questions

Registration Questions:

(E-mail Address, Password, Retype Password and Name fields are required.)

- | | | | |
|---|---------------------------------------|--|--|
| <input checked="" type="checkbox"/> E-mail Address* | <input type="checkbox"/> Company Name | <input checked="" type="checkbox"/> State* | <input type="checkbox"/> Mobile Phone |
| <input type="checkbox"/> Create a Password* | <input type="checkbox"/> Company URL | <input type="checkbox"/> Zip | <input type="checkbox"/> Home Phone |
| <input type="checkbox"/> Retype Password* | <input type="checkbox"/> Address 1 | <input type="checkbox"/> Country | <input type="checkbox"/> Fax |
| <input checked="" type="checkbox"/> Name* | <input type="checkbox"/> Address 2 | <input type="checkbox"/> Direct Phone | <input type="checkbox"/> Number of Employees |
| <input checked="" type="checkbox"/> Title* | <input type="checkbox"/> City | <input type="checkbox"/> Company Phone | |
| Organization* | | | |

*- indicates required question

Customize

Save Cancel

- Select next at the bottom of the screen.
- Skip the participant management screen as this information is set under Step 1 when the meeting room is created. Select next at the bottom of the screen.
- On the E-Mail Options screen only select "Notify users when approved for event" and "Remind participants closer to event".

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E-mail Options

[Enter Event Information](#) > [Select Content](#) > [Create Registration](#) > [Customize Registration](#) > [Participant Management](#) > [E-mail Options](#) > [Campaign IDs](#)

Select all e-mails that you would like to send once the event is published:

- | | | |
|--|-------------------------------|-----------|
| <input type="checkbox"/> Send event invitations | Event Invitation | Customize |
| <input type="checkbox"/> Notify users that approval is pending | Approval Pending Notification | Customize |
| <input checked="" type="checkbox"/> Notify users when approved for event | Registration Approved | Customize |
| <input type="checkbox"/> Notify users when denied for event | Registration Denied | Customize |
| <input type="checkbox"/> Show reminder when updates need to be sent | Event Update | Customize |
| <input checked="" type="checkbox"/> Remind participants closer to event | Event Reminder | Customize |
| <input type="checkbox"/> Send absentee follow-up after event | Absentee Follow Up | Customize |
| <input type="checkbox"/> Send participants a thank you after event | Thank You | Customize |
| <input type="checkbox"/> Notify me when participants attend the event | Attendee Notification | Customize |
| <input type="checkbox"/> Custom Trigger 1 | Event Update | Customize |
| <input type="checkbox"/> Custom Trigger 2 | Event Update | Customize |
| <input type="checkbox"/> Custom Trigger 3 | Event Update | Customize |
| <input type="checkbox"/> Custom Trigger 4 | Event Update | Customize |

Cancel < Previous Send Test Email Next > Finish

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11. Notify users when approved for event

- a. Select the drop down list next to “Notify users when approved for event” and select the Confirmation E-Mail Template created in Step 3.
- b. Select Customize
 - i. Reply To: Select Do_Not_Reply email address
 - ii. Subject: edit to say “Webinar Confirmation: *Event Title*”
 - iii. Attach Microsoft Outlook Calendar Event: check Yes. The text box that appears immediately below this contains the text for the outlook message. Copy the text from the preview box at the bottom of the screen (Thank you for registering.....) and paste it into the Outlook message box. Clean up the formatting of the message.
 - iv. Select Save at the bottom of the screen

Edit E-mail

Recipients: All users who have a registration request approved

Event date and time: 03/21/2016 3:00 PM (GMT-05:00) Eastern Time (US and Canada)

Send E-mail by: Automatically sent when admin approves registration request

Reply To: Do_Not_Reply<Do-Not-Reply@adobeconnect.com> **Select Do No Reply**

(This setting customizes the name in from field of email and reply-to email address. The available options can be modified by an administrator in the administration section.)

Subject: {event-name} Confirmation **Customize Your Subject Line**

Email Template: Impact Webinar Confirmation [Edit template](#)

(Only an Event Administrator can edit the shared templates.)

E-mail Type: Approved

Attach Microsoft® Outlook™ calendar event (iCal) to e-mail message:

Yes **Select “Yes,” but do not select “Request Responses”**

Request responses

Audio: Once you join the meeting, you will receive a prompt to dial out (Adobe Connect will call you at a phone number that you provide) or dial in (you call into the conference line) to the meeting audio.

If you are unable to join by Adobe Connect, but would like to listen in by phone, you can join the audio conference using this number: 877-423-6338; PC: 921189

If you have any questions, or if you experience any issues accessing this meeting, please contact carolyne.kocot@icfi.com

(Enter the message text to be sent in the calendar event.)

Run Time Fields		
{event-creator-name}	{event-name}	{event-description}
{event-time}	{event-login-url}	{event-registration-url}
{room-passcode}	{meeting-dial-in}	{meeting-participant-code}
{speaker-name}	{speaker-overview}	{speaker-detailed-overview}
{speaker-info-url}	{event-site-url}	{event-url}
{time-zone}	{user-email}	{login}

[Reset To Default](#)

Copy and paste the email body text from your confirmation email (this should be on the bottom of this screen)

12. Remind participants closer to event

- c. Select the drop down list next to “Remind participants closer to event” and select the Reminder E-Mail Template created in Step 4.
- d. Select Customize
 - i. Reply To: Select Do_Not_Reply email address
 - ii. Subject: edit to say “Webinar Confirmation: *Event Title*”
 - iii. Attach Microsoft Outlook Calendar Event: Do not check
 - iv. Select Save at the bottom of the screen

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Edit E-mail

Recipients: All users who are invited to the event
 Event date and time: 03/21/2016 3:00 PM (GMT-05:00) Eastern Time (US and Canada)

Send E-mail by: Specific Date and Time Relative to the time of event
 20 ▾ March ▾ 2016 ▾ 03:00 PM ▾
 24 Hour(s) ▾ Before ▾ Event

Reply To: Do_Not_Reply<Do-Not-Reply@adobeconnect.com> **Select Do No Reply**
 (This setting customizes the name in from field of email and reply-to email address. The available options can be modified by an administrator in the administration section.)

Subject: {event-name} Reminder **Customize Your Subject Line**

Email Template: Impact Webinar Reminder **Edit template**
 (Only an Event Administrator can edit the shared templates.)

E-mail Type: Reminder
 Attach Microsoft® Outlook™ calendar event (iCal) to e-mail message:
 Yes **Uncheck both Outlook boxes.**
 Request responses

This is a reminder that you are invited to {event-name}, which is due to start at {event-time}. Below are the event details and instructions for participating:

Event: {event-name}
 Login: {login}
 Description: {event-description}
 Host: {event-creator-name}
 When: {event-time}
 Time Zone: {time-zone}

(Enter the message text to be sent in the calendar event.)

Run Time Fields		
{event-creator-name}	{event-name}	{event-description}
{event-time}	{event-login-url}	{event-registration-url}
{room-passcode}	{meeting-dial-in}	{meeting-participant-code}
{speaker-name}	{speaker-overview}	{speaker-detailed-overview}
{speaker-info-url}	{event-site-url}	{event-url}
{time-zone}	{user-email}	{login}

Reset To Default

13. Back on the E-Mail Options page, select Send Test Email at the bottom. This will send a test of both email messages to the CapacityBuildingCenter email address.
14. Review each email carefully to ensure there are no changes needed.
 - a. Click on the url in the message to be sure it works. It should bring you to your adobe connect meeting room.
 - b. If changes are needed to the body of the text, make the changes in the template(s) (Refer to Step 3 and 4 above).
 - c. If changes are needed in the outlook invite, make changes in the text box below Outlook checkbox.
15. Once any edits and modifications are made, select Finish. You will see the screen below summarizing your event information.

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Home | Content | Meetings | **Event Management** | Reports | Administration | My Profile

Shared Events | User Events | **My Events** | Event Dashboard | Event Administration | Event Catalog | Event Templates | Email Templates

User Events > QCCTANetwork@icfi.com > Tribes' Infant Toddler Care Needs

Event Information | **Edit Information** | Registration Questions | Participant Management | Select Content | E-mail Options | Campaign IDs | Reports

Event Information [\[Edit\]](#)

Event Template: **Tribes' Infant Toddler Care Needs**

Name: **Tribes' Infant Toddler Care Needs**

Event Information:

Detailed Information:

Start Time: **06/09/2016 4:00 PM**

End Time: **06/09/2016 5:00 PM**

Time Zone: **(GMT-05:00) Eastern Time (US and Canada)**

Language: **English**

Event Type: **Live**

Presentation Type: **Meeting**

Presentation:  **EHS-CC Partnership**

Register Without Password: **Yes**

Show in catalog: **Yes**

Speaker Name:

Speaker Overview:

Speaker Detailed Overview:

Event Login Page: **Preview Event Login Page-** <https://ccssn.adobeconnect.com/tribes/event/login.html>

Participant View: **Preview Event Landing Page-** https://ccssn.adobeconnect.com/tribes/event/event_info.html

Preview Event Registration Page- <https://ccssn.adobeconnect.com/tribes/event/registration.html>

Preview Event Speaker Information- https://ccssn.adobeconnect.com/tribes/event/speaker_info.html

Event User Policy: **All users created through event form are guests**

Associated Tags

Status:

- **This event has not been published and listed on your site. E-mails have not been sent.**

Publish

Step 6 – Publishing Event

Once the event has been set up, emails reviewed, and links tested, you are ready to publish your event. An event is not ready to receive registrations and the links will not be live until the event has been published.

1. Click on Publish at the bottom of the page.

Step 7- Inviting Participants to Register

1. On the bottom of your event page, find the Event Registration Link. This is the link you will send to your distribution list inviting people to register for your event. Before you send the registration link to your distribution list, you should register yourself and make sure it works properly. Ensure that:
 - a. The registration page loads properly and the correct registration questions appear.
 - b. You receive a confirmation email after registering.
 - c. The confirmation email does not have any error and the link within the confirmation email works.
2. Request that another team member tests the registration page as well. Ideally, the individual who requested the registration link should do this round of testing to ensure that everything is to his/her satisfaction.
3. Once testing is complete, the registration link can be distributed to the public.

Step 8- Inviting Presenters, “VIPs”, and Individuals who Forget to Register

1. Sometimes, it is necessary to give individuals direct access to the event without registering. Such cases include:
 - a. Presenters
 - b. ACF Staff Members who are expected to attend
 - c. Last minute registration requests when the event is about to start or already in progress
2. To give individuals direct access to the webinar/event, send them the link to the Adobe Connect Meeting Room you are using for the event. This will allow individuals to join the meeting room directly.
3. Note however that you will not have the requested registration information on those people.

Step 9- Exporting Registration Information

1. On your event page, go to your reports section.
2. In the User Information Report section, select “Download Report Data.” See screen shot on the next page.

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[Shared Events](#) | [User Events](#) | [My Events](#) | [Event Dashboard](#) | [Event Administration](#) | [Event Catalog](#) | [Event Templates](#) | [Email Templates](#)

[User Events](#) > [OCCTANetwork@icfi.com](#) > [Impact Project National Webinar](#)

[Event Information](#) | [Edit Information](#) | [Registration Questions](#) | [Participant Management](#) | [Select Content](#) | [E-mail Options](#) | [Campaign IDs](#) | [Reports](#)

[Summary](#) | [Registration](#) | [By Answers](#) | [Content](#)

Event Information

Name: **Impact Project National Webinar**
Event Information:
Start Time: **03/21/2016 3:00 PM**
End Time: **03/21/2016 4:00 PM**

Aggregate User Data

[Number Invited:](#) **1**
[Number Registered:](#) **290**
[Number Pending:](#) **0**
[Number Approved:](#) **290**
[Number Denied:](#) **0**
[Number Attended:](#) **172**

User Information Report

Download Comma Separated Value (CSV) file of all the users associated with the event. For each user we show registration question responses like name and email address, meeting interactions like poll responses and file download activity and lead qualification status. The CSV file can be imported into external systems and reporting tools.

Format

Conversion Funnel