

## ELOQUA 10: EVENTS IN THE CLOUD

### COURSE CODE

» EPI-EVCA-0313

### VERSION

» Eloqua 10

### DELIVERY METHOD

- » On-Site Class
- » Instructor Led Online

### COURSE DURATION

» 3 Hours

### PREREQUISITIES

» Eloqua 10 Fundamentals Series

### COMPLETION REQUIREMENTS

» In class exercises

This course is a step toward becoming an



### COURSE OVERVIEW

The Event Module is a part of the Eloqua application designed solely for managing events. It allows users to create single or multi session events, save session information, merge session details into emails, and set up automated reminders and post event communications. The Event Module provides a space to collect and save registrant information and history outside of the contact record yet still linked to the contact.

In this class, students will create a workflow for managing a multi session event that leverages the power of both the Event Module and Campaigns. Students will configure a cloud connector to a webinar service provider through the use of “Form Tools” – a connector set up in the form processing area. Students will gain insight into the creative ways Eloqua can support online events by integrating multiple areas of the application to create a seamless experience for the contact.

### TARGET AUDIENCE

This class is intended for Advanced Marketing users. The Event Module is available as part of Team and Enterprise installs. Students must have taken the Fundamentals series.

### LEARNING OBJECTIVES

- » Describe the event module
- » Define data cards
- » Create a multi session event
- » Create session header field merges
- » Configure Event Automation/Event Actions
- » Configure Form Tools/ a cloud connector
- » Configure campaign
- » Describe the connection between the campaign, the event and the registration form

*For additional information visit [www.eloqua.com/education](http://www.eloqua.com/education)*