

Lexis Affinity Marketing and Event Management

KEY FACTS

Delivery:

Online Seminar

Course Duration:

1.5 hours

Cost:

\$200 (excluding GST)

Course Outline:

The Event Marketing course will show you how to create events in Affinity, invite your clients to them and track their attendance. It will also demonstrate how to use Affinity matters for the events, show to link your clients to other parties including your employees and how precedents can be used for bulk mailing. Content includes:

- Recording the relationships and connections between your clients, other clients, your employees, other parties
- Creating mailing lists using Precedents for bulk mail-outs and emails
- Creating Excel files containing client and contact marketing information
- Managing events such as in-house seminars or client functions including creating event matters, managing invitations and RSVP's, tracking attendee
- Recording important information about your clients such as interests, connections, professional relationships, rankings, hobbies, key personnel

Benefits of attending the course:

- Lexis Affinity's client and contact marketing functionality enables everyone in your firm to better understand your clients.
- By capturing key information you can get closer to your clients and identify opportunities to broaden your relationship with them.
- You will be able to more efficiently manage events such as seminars and client functions.
- Effectively measure the success of events by tracking attendances.

Course Delivery:

- The course will be delivered via our Webex web conferencing service. Attendees will be provided with an email link which will automatically connect them to the session.
- Audio will be accessed by dialling our conference facility.
- Full course material and handouts will be provided and emailed to each attendee once the course booking has been placed and processed.

Intended audience:

- Partners, Management, Marketing managers, Employees responsible for maintaining mailing lists

Pre-requisite knowledge/skills:

- General Lexis Affinity navigation
- Knowledge of searching phonebook, matters and clients
- Knowledge of MS Word mail merge concepts and operations

Registration Information

To book your attendance on this course, please go to

<http://www.knowledge-network.lexisnexis.com.au/home/Products/LexisNexisAffinity/Webinars/> and complete the registration form.