

## **September Recap** <sup>[1]</sup>

September 29, 2017 by [Kate O'Connell](#) <sup>[2]</sup>

September was a busy month for many folks on the SET team. Whether it was sending communications from Marketing Cloud or managing events through Cvent, this team was hard at work. Take a moment to look back at all you have accomplished this month:

- Launch of "[Coffee with Kate](#)" <sup>[3]</sup>
- 41 communications sent in Marketing Cloud
- 394 registrations in Cvent?

?Not only that, but the [SET Chatter group](#) <sup>[4]</sup> was also created. Leveraging the nimble functionality of Chatter provides the SET team with a simple and effective way to receive announcements, ask questions, and stay up-to-date.

As we head into October, keep an eye out for the invitation to the next user group meeting. In the mean time, be sure to check out the [SET news page](#) <sup>[5]</sup> and [eComm Wiki](#) <sup>[6]</sup>. (Pro tip: create bookmarks for these helpful pages so that finding them is easy.)

## **Monthly Memo:**

### **Out of office**

Kate will be [out of the office](#) <sup>[7]</sup> on Friday, October 6th. If you have a question or need support, please create a TaskRay task and "@ Kate" in it. She'll get back to you as soon as she is back in the office on Monday, October 9th.

## **Resource Roundup:**

### **Tools of the Trade**

Dig into the new [Tools of the Trade](#) <sup>[8]</sup> category of SET News. It is a curated collection of marketing and event management industry resources.

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# eComm App Spotlight: Marketing Cloud

Properly implementing strategy is essential for driving effective communications. In a recent Marketing Cloudcast episode and blog post, the folks at Marketing Cloud present helpful tools to enable simple, effective strategy that is well-informed by data and analytics.

You can find links to both resources, including highlights, at [this SET News post](#) [9].

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