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September Recap [1]

September 29, 2017 by Kate O'Connell [2]

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 [3]"
- 41 communications sent in Marketing Cloud
- 394 registrations in Cvent?

?Not only that, but the SET Chatter group [4] 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 [5] and eComm Wiki [6]. (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 [7] 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 [8] category of SET News. It is a curated collection of marketing and event management industry resources.

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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Links
[1] https://www.cu.edu/blog/set/september-recap [2] https://www.cu.edu/blog/set/author/292 [3] https://www.cu.edu/blog/set/coffee-kate [4] https://www.cu.edu/blog/set/set-upate-set-chatter-group [5] https://www.cu.edu/blog/set [6] https://www.cu.edu/blog/ecomm-wiki [7] https://www.cu.edu/blog/set/set-update-out-office-1 [8] https://www.cu.edu/blog/set/category/tools-of-the-trade [9] https://www.cu.edu/blog/set/marketing-cloud-z-strategy-and-data-driven-decisions