**ADD TO MY ACCOUNT**

Work with your eComm specialist to get items added to your account.

**MARKETING CLOUD**

- **From Information**
  Use a friendly from name and email address with which recipients identify for higher engagement.

- **Data Extensions**
  Messages to students or employees should be delivered to university email addresses; this requires Data Extensions.

- **Share an Email**
  Share an email and other assets across different business units to avoid reinventing the wheel.

**SALESFORCE**

- **Reports**
  You can't send a Marketing Cloud email without an audience. Reports are key to getting your message to the right people.

- **Dashboards**
  Dashboards take Reports to the next level with graphs and charts, making it possible to analyze large amounts of data.

- **Update Data**
  eComm specialists know the intricacies of navigating data, like updating a contact's information or adding new contacts.

- **Subscriptions**
  Embed a subscription form on your website so constituents can add themselves to a distribution list.

**CVENT**

- **Event Approval**
  All events must be approved before being launched. Plan for a one to three day turn-around.

- **Event Planner Email Address**
  Planner email addresses reflect who registrants should contact if questions arise and are required for each event.

- **Finance Information**
  Collecting money during registration? We'll need your speedtype and account code to get your money to you.

- **Portal Users & Reports**
  Portals make reports accessible to fellow colleagues at no cost so they can view, filter and export up-to-date event data.

*Essentials are indicated in gold with a black border.*