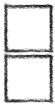


Create Event Post & Automation:

Refer to the spreadsheet for details.



Create Thumbnail (Simon)



WordPress Landing Page

- Add date to excerpt
- Add feature image
- Add text
- Add main image
- Add tag to registration form - make note
- Delete notes from page
- WordPress: ReDirect /event-specialoffer to guests C2A



WordPress Re-Direct

- ReDirect /event-specialoffer to guests C2A



Zoom event creation (Simon)



ActiveCampaign: Notifications

- Copy existing 'EVENT TEMPLATE*' template
- Change name Ex: "DC-Event - BellaDuncan - Registered"
- In Contacts Fields / Create new 'Date' field in Events section
- Adjust each step of the automation in accordance with the notes
- Make automation 'Active'!