
ON24 Event Setup Guide

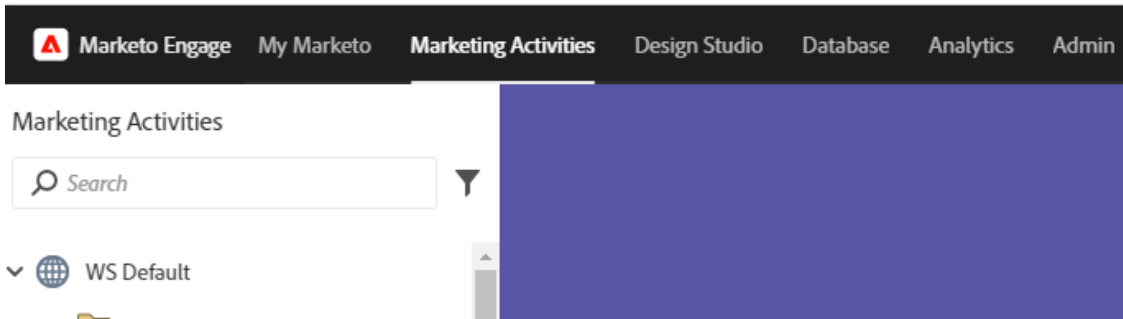
Marketo Event program can be connected to your webinar provider so that you can track your registrants and attendees within Marketo. Marketo pushes registration information captured on a Marketo landing page to ON24 and pulls attendees information automatically into Marketo Event from ON24.

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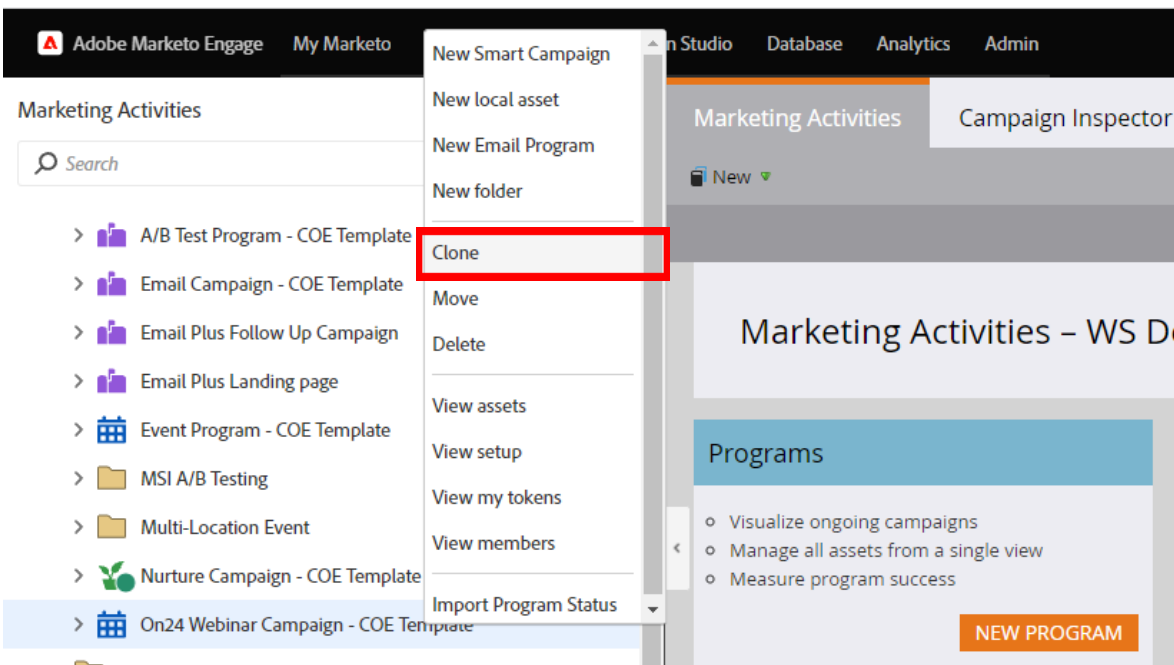
Clone an ON24 Program:

Clone an ON24 Program: We have an ON24 Event program template created on the COE Workspace based on best practices. It includes the registration form and all necessary campaigns. These assets will help you to configure the event flow to send the emails out and at the same time track people progressions.

1. Click on **Marketing Activities** from the top menu bar.



2. In **Marketing Activities**, click on **WS COE** and select **On24 Webinar Campaign - COE Template**. On the right you will see **Program Actions**; select **Clone** from the dropdown (OR) right click on program template and click **Clone** to copy the program to your workspace.

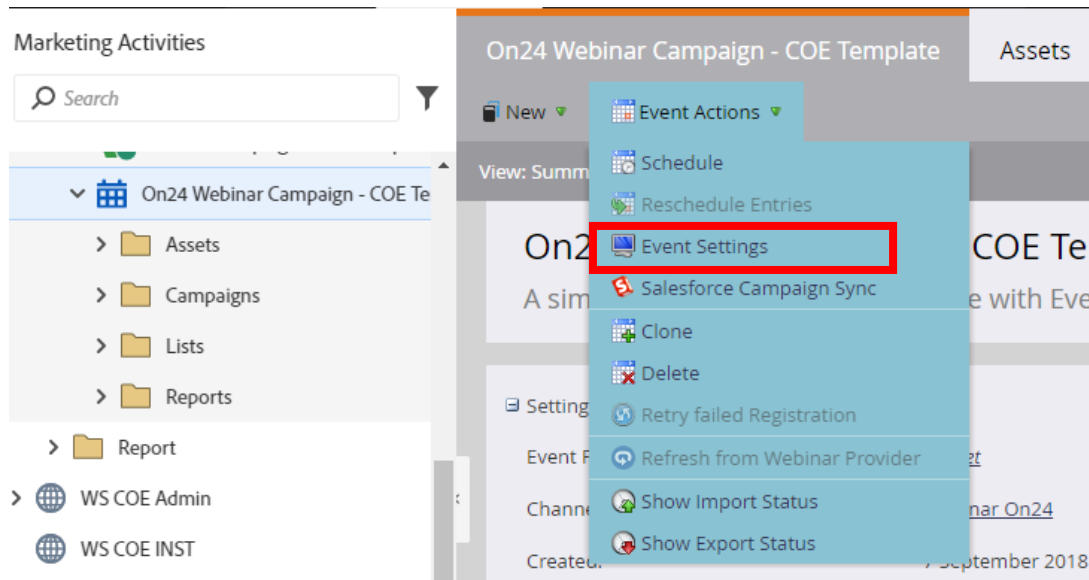


Make sure that you are following the proper naming convention as instructed on our [naming convention guide](#) while cloning a program to your Workspace.

Configure Event Settings and Sync Marketo with Your Webinar:

Once the program template is cloned to your workspace, you need to connect it to your ON24 event by using 'event ID' as instructed below:

1. Click on **Event Action** on Program and select **Event Settings**



2. Enter the webinar details on '**Event Settings**' window and then click on **Save**.

 A screenshot of the 'Event Settings' dialog box. The title bar says 'Event Settings' with a close button (X). The form contains three fields: 'Event Partner' with a dropdown menu showing 'ON24', 'Login' with a dropdown menu showing 'On24 EMEA', and 'Event Id' with a text input field and a red asterisk indicating it is a required field. At the bottom right, there are two buttons: 'CANCEL' and 'SAVE'.

On Event Partner, Select On24 from the dropdown and choose an appropriate 'Login' created for your region and enter the Event Id which is specific to your event.

Note: Event ID must be provided by your ON24 webinar provider. Once you click save, the connection between Marketo and your ON24 will be established.

Assets:

When you clone an event program template from COE, you will have all the required smart campaigns and registration form within the program.

Under Assets folder, you will see a standard registration form created for both LOB. It includes all mandatory fields that need to be captured from your registrants. We recommend that you create the registration page and all the required emails using our updated templates.

It's required to connect invitation email, registration form and registration page together as shown below:

How to connect a form to the Registration page:

Select Form section on Elements on your landing page and choose your form from the dropdown menu on the 'Insert New Form' tab. Also, you can choose a landing page as a Follow-up page so that when someone hits submit button on the registration form, they will be redirected to the desired page.



The screenshot shows a dialog box titled "Insert New Form" with a close button (X) in the top right corner. The dialog contains the following fields:

- Form:** A dropdown menu with a red star icon on the left and a downward arrow on the right, currently displaying "On24 Webinar Campaign - SU+.ins".
- Follow-up Type:** Three radio button options: "Landing Page" (selected), "External URL", and "Form Defined".
- Follow-up Page:** A dropdown menu with a red star icon on the left and a downward arrow on the right, currently displaying "On24 Webinar Campaign - SU+.tha".

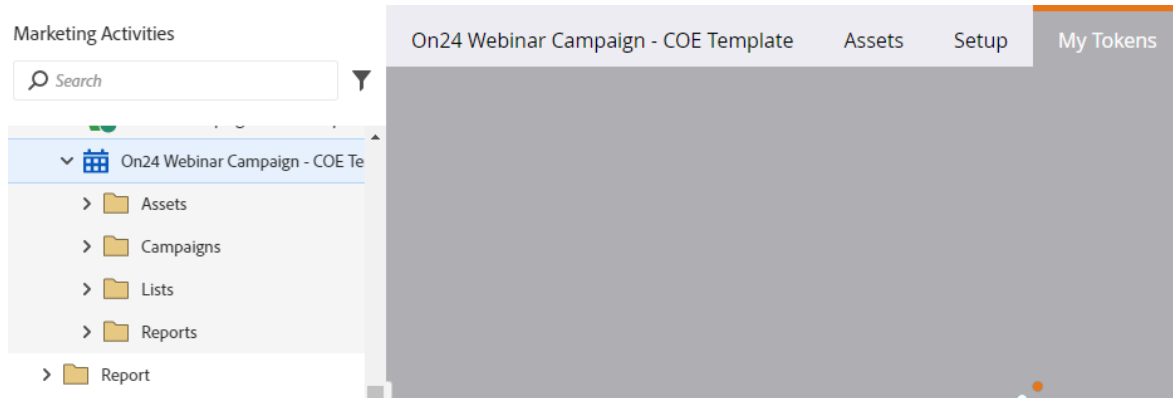
At the bottom of the dialog, there are two buttons: "CANCEL" and "INSERT".

Now your form on landing page is linked to thank you page. Once it is ready, you can add the registration page on any of the CTA button or hyperlinked text of your email modules.

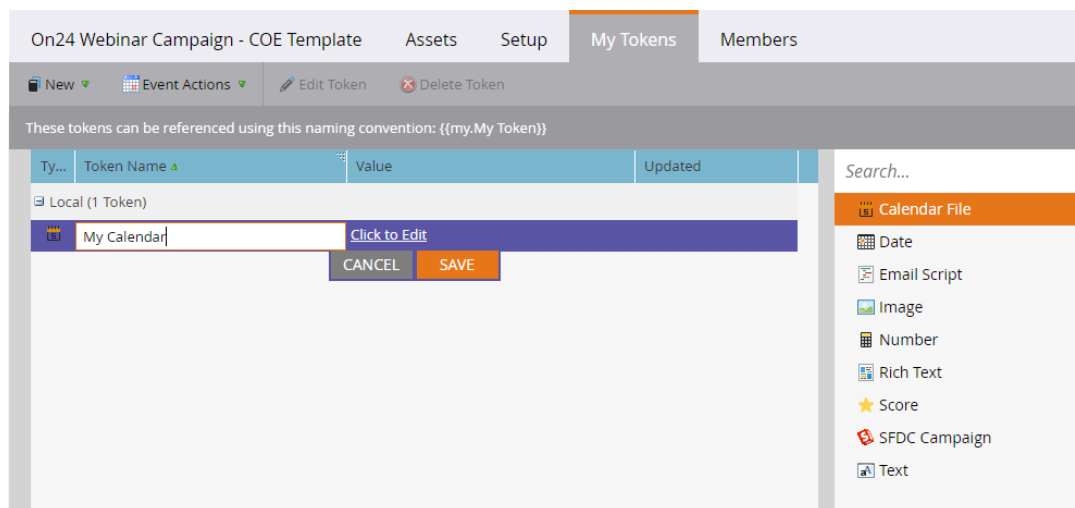
How to create Calendar File

A Calendar File token allows you to add a calendar event (.ics) link to your Marketo emails and landing pages.

1. In your program, go to **My Tokens** tab.



2. Drag a **Calendar File** token to the canvas and edit the name.



3. Enter **Details** and Click **Save**.

Edit Calendar File [Close]

Subject: * My Awesome Webinar

Location: * GoToWebinar

Hyperlink Text: * Save the Date

Starts: * 03/08/13 10:00 AM PDT

Ends: * 03/08/13 11:00 AM PDT

Description:

Access URL: {{member.Webinar URL:default=edit me}}

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{{my.Event 1 Date:default=edit me}} at {{my.Event Time}}

[CANCEL] [SAVE]

Now, you can add a calendar event (.ics) link to your Marketo email or Landing page

Member Tokens are used to insert unique values from integrated service partners such as On24. Each person has a unique URL to access the webinar that can be inserted using a {{member.webinar url}} token.

The token will only populate if the smart campaign that sends the email is a child assets of the Event Program. This token can be used in emails, landing pages and in the description of calendar file token.

1. Click on edit tab in the Calendar File token and select the 'Insert Token' icon to add Member token in the description.

Edit Calendar File [X]

Subject: * Event

Location: * Webex

Hyperlink Text: * Save the Date

Starts: * 1/06/2020 1:00 - BST

Ends: * 1/06/2020 2:00 - BST

Description: Please participate the meeting using the link below

[Insert Token Icon]

CANCEL SAVE

2. Search the Member token by searching '{{member.webinar url}}' and hit Insert tab after adding default value. You can also add the actual webinar url in the default section,

Insert Token [X]

Token: * {{member.webinar|

Default Value: {{member.webinar url}}

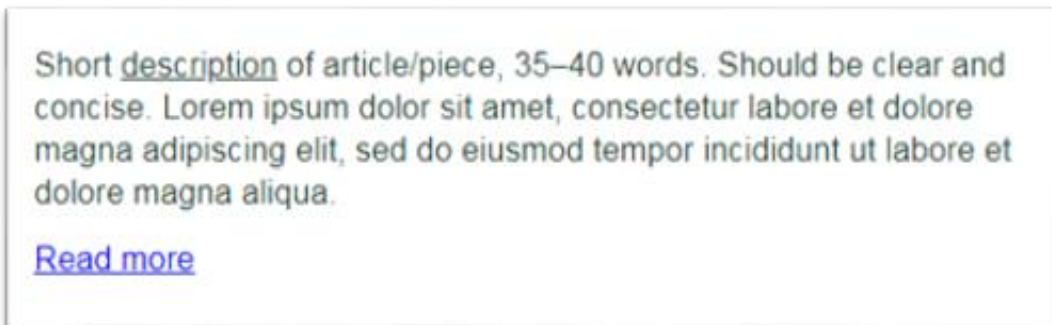
CANCEL INSERT

To add Calendar(.ics) file on emails:

There are two different ways to add ics file on email modules. Either you can add an .ics file url on CTA button or add a Calendar file token on the hyperlinked text

1. Add a Calendar token on hyperlinked text:

To add a Calendar token in the email text description, choose any module which has a hyperlinked text.



On the right you will see 'Local variables', paste your calendar token {{my. Calendar token}} on 'Hyperlinked Txt' option and approve the email draft.

Local Variables

Module BG Color

Hyperlink Txt

Url


Linking to a PDF? NO

2. Add a Calendar(.ics) file on CTA's:

On email editor pane, drag a module which has CTA button in it:



On the right side of the screen, you will see '**Local Variables**', paste the .ics file url on '**CTA URL**' option and approve the email draft.

Local Variables	
Module BG Color	#FFFFFF 
Header 1 Text	Publication Name
Header 2 Text	Publication Title
Heading URL	#
CTA Text	Read more
CTA URL	#
Linking to a PDF?	<input type="checkbox"/> NO

Please Note: the 'ics file url' can be copied from hyper linked text where the calendar token has been linked.