

**POST-EVENT FOLLOW-UP GUIDE**

Now that Explore Dynamics 365 is over, it’s time to **turn post-event enthusiasm into real business opportunities!**

Here’s how to get started on post-event follow-ups:

🗹 **Download “Explore Dynamics 365 Post-Event Follow-Up Guide”**

* Print and follow step-by-step checklist with instructions for turning post-event enthusiasm into real business
* Use provided copy (or similar) for email follow-ups (see Step 3)

☐ **Download your list of registrants and attendees**

* List will be sent to your provided contact email from Partners@ExploreD365.com.
* Contact Partners@ExploreD365.com if you do not receive your list or if you have questions or need assistance.

☐ **Email your customers and prospects**

* Share links/instructions for next steps with you and/or your CRM/ERP partner
* Promise a follow-up call

☐ **Get on the phone with your customers and prospects**

* What are their needs/goals?
* What are their struggles?
* What did they see at the event that got them thinking or even excited?

**Need an assist?**

Contact Partners@ExploreD365.com

**Email Template:**

**[salutation] [customer name]**,

Thank you for attending Explore Dynamics 365!

We've had a lot of people ask us about implementing some of the strategies featured at the event—you may already have some exciting ideas for your own Dynamics 365 system!

Now is a great time to talk to **[your contact person]** about making some of these improvements.

**[Call to action, with link or button if applicable]**

Thanks again, and hope to hear from you soon!

**[sign-off]**