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| 70-534 Certification Event, Edina, MN Sept 25-26, 2017 |  |

# New Event Execution Checklist

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| Event and Contact INFORMATION | |
| Lead Name(s) & Phone: | 1. Kevin Remde, Sr. Technical Evangelist (Tech Lead), kevrem@microsoft.com, 763-234-9103 2. Name, Role (Site Lead), Email, Phone 3. Name, Role (Mktg Lead), Email, Phone 4. Other Key Staff??? |
| Event Location: | Edina, Minnesota |
| Event Date(s)/Times: | Q1 Delivery Date: 9/25- 9/26/2017 Time: 9am-5pm |
| Attendee Count Target: | 24 max (due to room availability limitations) |
| Open to Public: | No |

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| initialization | | |  |
|  | Determine Tech Lead (Owner) | Tech Lead |  |
|  | Book Room(s) (Classroom) | Tech/Mktg |  |
|  | Determine Site Lead (Owner) | Tech Lead |  |
|  | Determine Marketing Lead | Tech/Site Lead |  |
|  | Partner Engagement Plans | Tech/Site Lead |  |

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| Site Lead | | |  |
|  | Determine Marketing Strategy | Site Lead |  |
|  | Partner Engagement Strategy | Site & Tech Lead |  |
|  | Choose Target Audience | Site Lead | Accounts, Professions |
|  | Funding IO Code and Owner | Site Lead |  |
|  | Determine Executive Welcome & Kickoff Speaker | Site Lead |  |
|  | Review Marketing Materials | Site Lead |  |
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|  | Promote direct Invites to all target customers | Site Lead |  |
|  | Send Email Invites |  |  |

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| Marketing (MKTG) Lead | | |  |
|  | Create Registration Page | MKTG Lead | Sample Link |
|  | Create Email Invite | MKTG Lead | Sample Link |
|  | Azure Subscription (Azure Pass, Bring Your Own, Other) | MKTG Lead | Link to Azure Pass |
|  | Send Email Invites | MKTG Lead |  |
|  | Socialize: Account Teams, Partners, Field Evangelists, Etc.  Public: Twitter, Blogs, LinkedIn, Facebooks, Advertisements Etc. | MKTG Lead |  |
|  | Marketing, Registration, Schedule | MKTG Lead |  |
|  | Event Logistics, Reminders and Attendee Call downs | MKTG Lead |  |
|  | Order Breakfast, Lunch, Snacks | MKTG Lead |  |
|  | Order Printed Materials (T-10) | MKTG Lead |  |
|  | Send Logistics info to stakeholders (incl. speaker, staff)  T-14 T-7 T-2 | MKTG Lead |  |
|  | Send Pre-Event Reminder emails (T-14, T-3) | MKTG Lead |  |
|  | Attendee Call confirmations (T-2) | MKTG Lead |  |
|  | Confirm Food | MKTG Lead |  |

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| Tech Lead | | | Notes/Updates |
|  | Determine Speakers and Support Staff | Tech Lead |  |
|  | * Opening Remarks / MC | Kevin Remde |  |
|  | * Executive Welcome & Kickoff (See Site Lead) | Rebecca Cowen? |  |
|  | * Cloud Architect | Dan Stolts? | Contact: |
|  | * [Design Azure Resource Manager (ARM) networking](https://www.microsoft.com/en-us/learning/exam-70-534.aspx) | Kevin Remde |  |
|  | * [Secure resources](https://www.microsoft.com/en-us/learning/exam-70-534.aspx) |  | Matt Lauer, Dave Peterson, Robert Wakefield, |
|  | * [Design an application storage and data access strategy](https://www.microsoft.com/en-us/learning/exam-70-534.aspx) |  |  |
|  | * [Design advanced applications](https://www.microsoft.com/en-us/learning/exam-70-534.aspx" \t "_blank) |  |  |
|  | * Containers | Dave Strebel |  |
|  | * [Design Azure Web and Mobile Apps](https://www.microsoft.com/en-us/learning/exam-70-534.aspx" \t "_blank) | Mike Benkovich | MVP |
|  | * [Design a management, monitoring, and business continuity strategy](https://www.microsoft.com/en-us/learning/exam-70-534.aspx" \t "_blank) |  |  |
|  | * Skill #7 [Architect an Azure Compute infrastructure](https://www.microsoft.com/en-us/learning/exam-70-534.aspx" \t "_blank) | Dave Strebel |  |
|  | * Lab Tech Support | All hands |  |
|  | Update Content – Make it better; Add Case Studies |  |  |
|  | Final Content Posted Date (http://github.com/guruskill/70-534/Events/...) | All Speakers | ??/09/2017 |
|  | Create Schedule |  | Sample [2-5 Day Schedule](https://microsoft-my.sharepoint.com/personal/dstolts_microsoft_com/_layouts/15/guestaccess.aspx?guestaccesstoken=0W5VKL7cE0ezvN1wSlGm8PEUQixsRylYPveMo89CX3Q%3d&docid=2_1615c44ef0c504f92bf6434e9fd31fb0b&rev=1) |

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| Other/Optional | | |  |
|  | Simulcast Needed? / Coordinated | Chicago AON? |  |
|  | Plan and Schedule Mixer |  |  |
|  | Coordinate T&E Logistics |  |  |
|  | Speaker Dinner |  | Monday night, Sep 25? |