

TMO Events Tool Guide



Purpose of the Tool

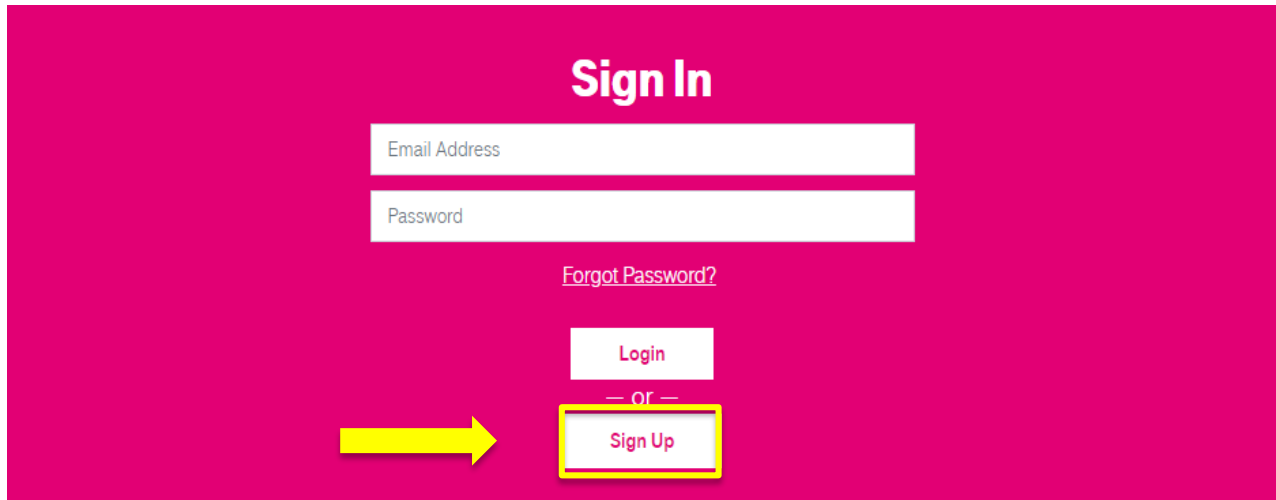
Purpose of the Tool

- This tool allows your team to electronically gather customer and prospect information while at events.
- This takes the place of fishbowl drawings because the tool can choose winners for your contests, sweepstakes or giveaways!
- The best part is that all prospects who opt in to be contacted, will receive a call within 10 days from our virtual Retail team who will set up local in-store appointments!

Register for the Tool

Register for the Tool

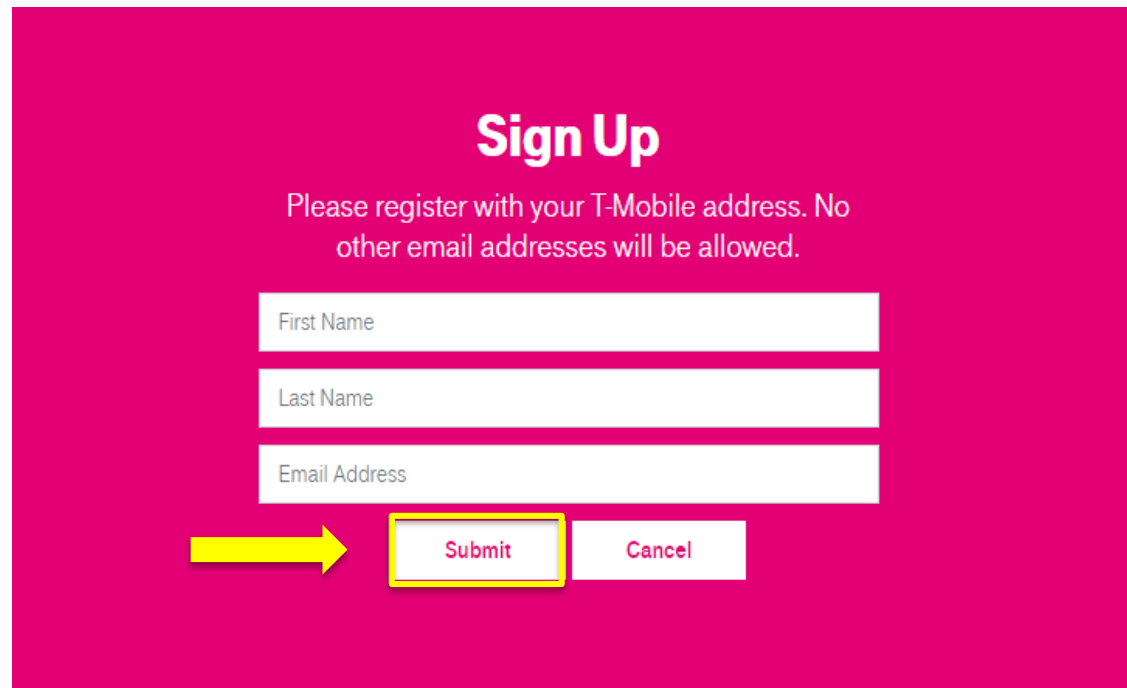
- You'll need to register for a TMO Events account to get access
- Follow these steps to register:
 - Visit www.tmoevents.com
 - Click "Sign Up" at the bottom of the page.



The screenshot shows a dark blue background with the text "Sign In" in white at the top center. Below it are two white input fields: "Email Address" and "Password". Under the "Password" field is a link that says "Forgot Password?". Below the link is a white "Login" button. Under the "Login" button is the text "— OR —". At the bottom is a white "Sign Up" button, which is highlighted with a yellow border. A large yellow arrow points from the left towards the "Sign Up" button.

Register for the Tool (Cont.)

- Enter your First and Last names, as well as your email address in the designated areas before clicking “Submit”.




Sign Up

Please register with your T-Mobile address. No other email addresses will be allowed.

First Name

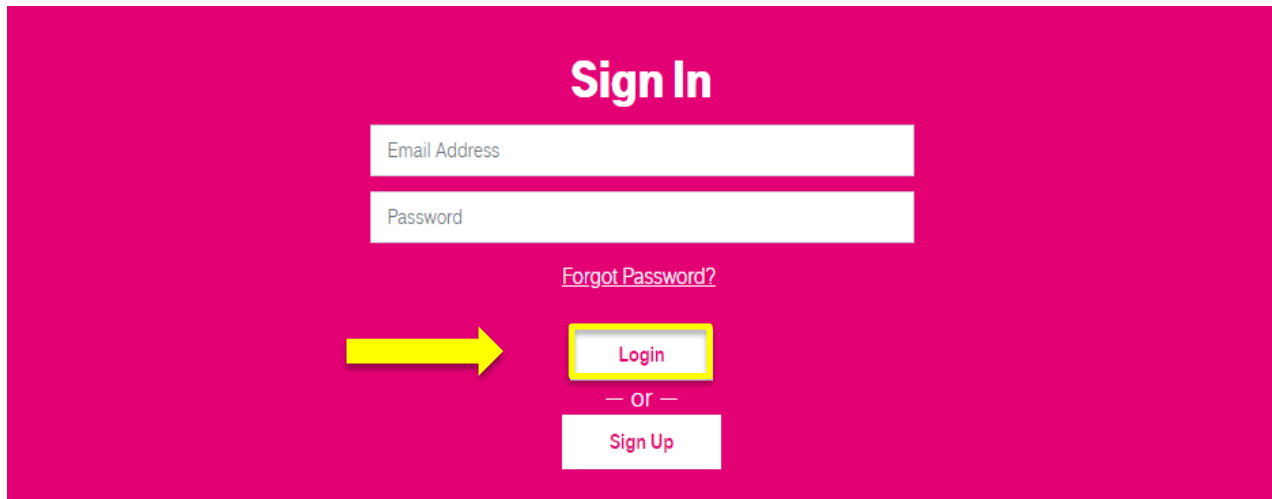
Last Name

Email Address

 **Submit** **Cancel**

Register for the Tool (Cont.)

- You will be notified via email once your account has been Validated or Denied by a T-Mobile representative.
- If your account is validated, you will be prompted to click the link in the body of the email to create your password and then login.
- Once you've registered for an account, you will login using your email and password at www.tmoevents.com and clicking "Log In" near the bottom of the page.




The image shows a screenshot of the T-Mobile 'Sign In' page. The page has a dark blue background. At the top, the text 'Sign In' is displayed in white. Below this, there are two white input fields: 'Email Address' and 'Password'. To the right of the 'Password' field is a link that says 'Forgot Password?'. Below the input fields, there is a large yellow arrow pointing to the right. To the right of the arrow is a white button with the text 'Login' in blue. Below the 'Login' button is the text '— or —' in white. At the bottom, there is another white button with the text 'Sign Up' in blue.

Create an Event

Create an Event

- Click “Create Event” at the top left corner of the table.



Create Event	
Start Date	End Date
10/22/2018	11/22/2018
10/23/2018	11/23/2018

Create an Event (Cont.)

- Enter in the Event Name, Store Number (if applicable), Event Start/End Dates, Event Description, Region and State in their designated areas
- Download the T-Mobile Sweepstakes Rules and fill in the information at the bottom
 - This must be filled in, printed and displayed at the event
 - If you miss this step – don't worry, the rules are located in several different places!
- Click submit once all information is filled in and the sweepstakes form has been downloaded

Create an Event

Event Name
TEST

Store Number
N/A

Event Start Date
05/21/2019

Event End Date
05/28/2019

Event Description (max. 500 characters)
This is a test project.

Region
West

US State
Washington

Once you submit this form, your event will display on the Home page sorted by event start date.

Download the T-Mobile Sweepstakes Rules [HERE](#) and fill in your event details at the bottom of the page. Please note that this HAS to be printed and displayed at your event.

Submit Cancel

Two yellow arrows are present: one points from the text 'fill in the information at the bottom of the page' in the list to the 'Download the T-Mobile Sweepstakes Rules HERE' link, and the other points from the text 'Click submit' to the 'Submit' button.

Create an Event (Cont.)

- **IMPORTANT NOTES:**

- Only create one event registration per event.
- Multiple devices and logins can be used to add data to the same event.
 - For Example: If “Joe” from your store creates an Event, you and other store associates can use multiple tablets/devices to register customers under that same Event, so that all the data remains in the same file.
- Only the person that created the event can Edit Event Details and generate the report for the randomly selected Winner(s).
 - This helps ensure we protect the integrity of the data and respect our potential customer’s privacy.

Sweepstakes Rules

Sweepstakes Rules

- T-Mobile Sweepstakes Rules must be downloaded, filled in and displayed at the event.

*PROMOTION PERIOD: (For example 9 AM ET on 5/16/17)

*T-MOBILE LOCATION:

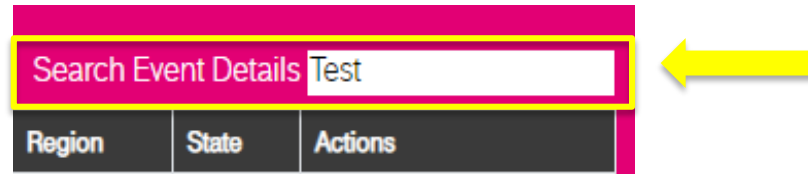
*PRIZES AND ARV: For example: One (1) iPhone 6 (ARV=\$600) or two (2) \$25 T-Mobile gift cards

- The rules are located in the following areas of the site:
 - Login Screen
 - Home Page (last bullet at the top)
 - Create Event
 - Edit Event
 - Menu Button

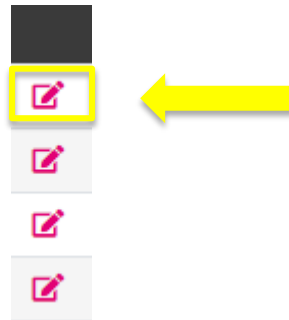
Edit an Event

Edit an Event

- Search for your event by typing in the Event Name, State, Region or Store # in the search bar at the top right corner of the table.



- Once you've found your event, click on the "Notepad and Pen" icon underneath the "Actions" section.



Edit an Event (Cont.)

- Modify the necessary information and click “Submit” at the bottom.

Edit Event

Event Name

TEST

Store Number

N/A

Event Start Date

05/21/2019

Event End Date

05/28/2019

Event Description
(max. 500 characters)

This is a test project

Region

West

State

Washington

Download the T-Mobile Sweepstakes Rules [HERE](#) and fill in your event details at the bottom of the page. Please note that this HAS to be printed and displayed at your event.

Submit

Cancel

Add Customer Information

(Registration)

Registration

- Search for your event by typing in the Event Name, State, Region or Store # in the search bar at the top right corner of the table.
- Click on the name of the event under the “Title” section. This will take you to the registration screen.

Create Event		Search Event Details				
Start Date	End Date	Title	Store Number	Region	State	Actions
05/05/0019	05/06/2019	AG Ticket Giveaway - TEST	414			
03/11/2019	03/11/2019	Fusion Test Event	000000			
04/12/2019	04/14/2019	Test Event - Mary	1234			
05/21/2019	05/28/2019	TEST	N/A	West	WA	

Previous

1

Next

Pick Winners Retrieve Event Data Edit Event

Registration (Cont.)

- The participants will enter their information into the requested fields before clicking “Complete”.

Registration

TEST - #N/A 05/21/2019

* All Fields Are Required

First Name

Last Name

Email


Phone

Preferred Language ☒ English ☐ Spanish ☐ Other

Are you a T-Mobile customer? ☒ Yes ☐ No

** May we contact you for marketing purposes? ☒ Yes ☐ No

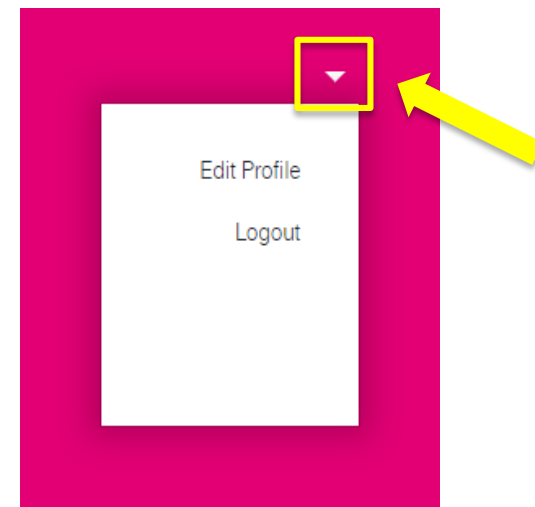
By registering, you agree to our [Privacy Policy](#).



** If you select no, you will only be notified if you are selected as a winner. Note that not all events will contain a prize or contest.

Registration (Cont.)

- After they click “Complete”, a “Thank You” message will pop up indicating the registration is finished.
- Click “Dismiss” for the message to go away. The page will refresh to gather the next person in line.
- Once you’re finished gathering customer information, click the faint upside-down triangle (or carrot) at the top right corner to navigate away from the page or logout of the site.



- See (Pages 21-22) for details on how to pick a winner from the event.

Registration (Cont.)

- **IMPORTANT NOTES:**

- If a customer DOES NOT wish to be notified for marketing purposes, they will only be contacted if they are chosen as a winner.
- You may only contact them to notify them of their prize and **not for sales purposes.**

Pick a Winner

Pick a Winner

- Search for your event by typing in the Event Name or Store # in the search bar at the top right corner of the table.

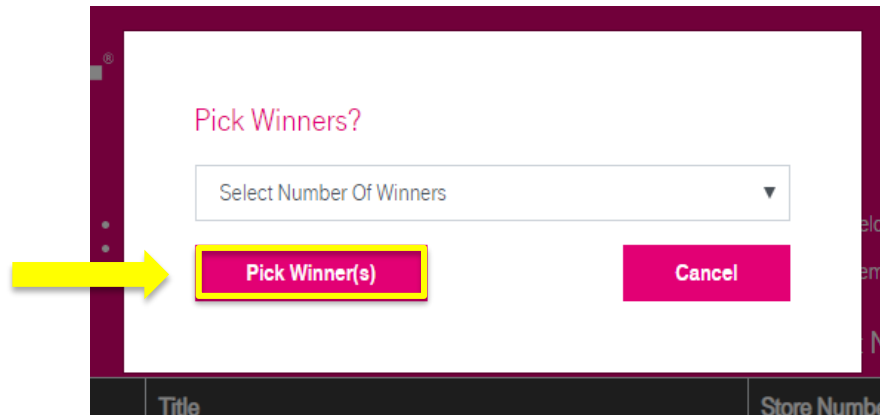


- Click on the “Trophy” icon under the “Actions” section.



Pick a Winner (Cont.)

- You will be prompted to select the number of winners for the contest before clicking “Pick Winner(s)”.



- The name and contact information of the winner(s) is then sent to the creator of the event via email.



[External]

T-Mobile

Attached are the winner(s) for your event. Please contact them ASAP to claim their prize(s). To view the winner(s), please view the attached Excel document.

Pick a Winner (Cont.)

- **IMPORTANT NOTES:**

- Remember, only the person that created the event will receive the winner's contact information.
- Please allow about 5 minutes to select a winner – it takes a few minutes to receive the email and download the customer information.

Questions?

Questions

- For any questions or technical issues, please reach out to:
localadvertising@t-mobile.com
 - Note: this is not an automated service, a T-Mobile representative will respond as soon as possible