Event Promotion and Communication  
  
Check out this 15min video that teaches you how to effectively promote your event and get the most out of your messaging.

The video walks you through using weblinks and web-widgets to promote your event online and shows how to use reference IDs to track your most successful campaigns. Also, review how to encourage invitees to use Social Media to get the word out. 

**[](https://www.youtube.com/watch?v=J9dx_d7e4iQ&list=PLCCMXDg_zR2pbXLHf9AG4UDEOfMQuqCtb)**

Direct Link:

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