Flatbridge FAQ

Flatbridge is the web based application which is used by Executive Programs to create and manage their programs. It is also used by the participants to register for programs and update their registration information. This is a general Frequently Asked Questions guide for Flatbridge.

Information

Q: How do staff members get access to Flatbridge?
A: Currently the staff of Executive Programs manage access to the platform. Contact Dorrie Capodicci for access.

Q: What systems are integrated with Flatbridge?
A: Flatbridge has integrations with Salesforce for the Marketing team, it synchronizes information about the participants, and the programs. Salesforce is also synchronized with Pardot, which is used for marketing automation and eMails. Tracy Sheerin is the point person for Pardot. The workflow starts in Pardot, with prospects moving to Salesforce once we have their eMail and they are a contact.

Q: Someone is having trouble reaching the Executive Education web site, in order to register for a program, what can be wrong?
A: Many financial and other very secure institutions have firewalls in place so traffic can only go to and from approved sites. Yale may not be on their list of approved sites. In those instances, we often recommend the participant register on their home computer or tablet.

Q: When registering for a Program, there is a dialog box asking me to select an Affiliation. What does this do, and is it required?
A: This field is not required to be used, however, it is used to provide a discount for those who work in non-profit, Yale graduates, Yale SOM graduates/Alumni, SOM Faculty or Staff.

Q: What is a discount code and how do I use it during the registration process?
A: Discount codes are currently disabled. Do not enter any information here, as the program ignores it during the invoice process.

Q: Once Discount Codes are enabled in the system, as a program manager, how do I use them?
A: Information about Discount Codes, how to set them up and what they do can be found in this knowledge article.

Q: The registration form is having difficulty moving to the next page. Why am I having a problem registering?
A: Make sure all required fields have been entered. If you are still having a problem, we are aware that Internet Explorer sometimes does not allow the form to progress to the next stage. IE has been discontinued by Microsoft. If possible, please try another browser, or call Executive Education to have them register you directly.
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