Publishing Exec Ed Programs

The following is a simple high-level description about the publishing of the Exec Ed programs, once the Program has been Created in Salesforce and Activated in Flatbridge.

Information

The next step in the Executive Education Program management process is to publish the program.

Prior to publishing the program in a variety of way, the team tests the forms, to ensure discounts are being applied properly, the invoice process is working smoothly, and the confirmation eMails are correct. Once the team is satisfied the registration process will be smooth for prospective participants, the Exec Ed Marketing team publishes the program in the following ways:

- They retrieve the registration url for the program from Flatbridge
- They may send direct eMails to potential registrants with the information, so they can apply
- They publish the program on the Exec Education Web Site
- As part of the publishing process, they may also post the Program on the SOM Events Calendar
- They may also post it to Executive Education social media channels including Facebook, Twitter, and LinkedIn.

The marketing of the event, essentially opens the door to registration process for open enrollment programs.

For question about the marketing process, or corrections to the content on the Executive Education Web Site or Events Calendar, please contact Kristen West in Executive Programs Marketing.