

**Instructions for Use - Delete before Printing**

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Be sure to:

* Add required information where indicated in red.
* Insert the event registration URL you obtained from [www.microsoftpartnerevents.com](http://www.microsoftpartnerevents.com)/ [www.microsoftgroupevents.com](http://www.microsoftgroupevents.com) or your own registration URL in the body of the letter and the P.S.
* Add your logo and that of any event co-sponsors in place of the “Insert Partner Logo” circles. Right-click on one of the circles and select “Change Picture.” Then browse to the folder where you have your logo saved on your computer, select your logo, and click “Insert.” Repeat for any additional logos.  Delete any extra circles.

You may also want to:

* Add directions to or a map of your event venue in the box on the right.
* Add an offer from the Microsoft Offer Sheet or one of your own offers.
* Customize the font colors.

**VERY IMPORTANT!** When using the content, please send an email to [mslocalp@microsoft.com](mailto:mslocalp@microsoft.com) with a copy of your customized campaign template along with your overall distribution (number of customers you are sending the marketing to).

Successful businesses move at the speed of thought.

Dear **[Insert Business Owner’s Name]**,

Research shows that organizations waste up to $14,000 per knowledge worker each year because those workers are unable to find information and need to recreate existing data.1 The money you save with a better management system could go a long way in the current economy. Don’t miss this opportunity to meet other local business people, share experiences, and find out how an integrated suite of business productivity and management solutions can drive your company forward. We’ll demonstrate how you can:

* Empower your team to make better decisions and adapt quickly
* Standardize and streamline your workflow processes
* Bring together information from disparate sources across   
  your organization
* Get centralized views of all service requests, customer history,   
  and calendars
* Enable your team members to customize their tools to suit their own   
  work styles

**Please join us! Go to [Insert Partner Registration URL] to register today.**

**Special Offer from Microsoft:**

**Visit www.mslocalmidbiz.com to view valuable offers, access business resources, and learn about other events in your local area. [Or insert current Microsoft or Partner offer here.]**

Regards,

**[Insert Signature]**

**[Insert Your Name]**

**[Insert Your Title]**

**[Insert Your Partner Name]**

**P.S. Registration is fast and easy. Just go to [Insert Partner Registration Web Site URL here].**

**Event info:  
[Month dd, 2009]  
[12:00am-12:00pm]  
[Location Name]  
[Street Address]  
[City, State]**



1Source: IDC, The Hidden Costs of Information Work, Doc # 201334, April 2006

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[Insert Partner Legal and/or Privacy Information]

**Directions/Map**

**[Insert directions to your event venue or a map of your location here]**