



Be Sure to **BRING YOUR LAPTOP** for this interactive workshop!

1

10 – 11 am
Atrium

Be RAD with Salesforce

How are colleges and universities using Salesforce to manage Recruitment, Admissions, and Decisions (R.A.D.)?

2

11 am – 12 pm
Atrium

NLU Telling their R.A.D. Salesforce and ERX Story

Join us to learn how National Louis University uses Salesforce for RAD.

3

12 – 1 pm
Location TBD

Birds of a Feather Lunch

Organized by institution type

4

1 – 1:50 pm
Atrium

The Applicant Portal You've Always Wanted

FormBuilder Rx Workshop: When it comes to an applicant portal, one size definitely does not fit all. Learn how to transform Salesforce Communities with mouse clicks to create a highly dynamic applicant portal.

5

2 – 2:50 pm
Atrium

Pardot Workshop

If you are a user of the Salesforce Pardot marketing tool, or interested in seeing how Pardot works, come learn from experts on general functionality and best practices.

6

3 – 3:50 pm
Atrium

Managing Events Events Rx Workshop

Learn how to create, manage, and publish an event, and how to build a custom event registration form on Events Rx, ERX's event and visit management tool.

7

4 – 4:50 pm
Atrium

Making Admissions Decisions in Salesforce

Reader Rx Workshop: During this hands-on session, we will review how to configure Reader Rx for application review.

8

4:55 – 5 pm
Atrium

Closing Remarks from your Hosts

Thank you from Enrollment Rx, Salesforce, and National Louis University

register now

Cocktail Reception

5 pm, 2Twenty2 Tavern
222 S Wabash Ave, Chicago, IL 60604

Beer, wine & hors d' oeuvres will be served

