

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

1

10 – 10:30 am  
Alumni Hall

## Be RAD with Salesforce

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

2

10:30 – 11 am  
Alumni Hall

## Mogli Using Text Messaging to Ignite Admissions

The Mogli SMS team will showcase how admissions teams leverage the power of text messaging to drive student communication through the enrollment lifecycle. Take this the opportunity to ask questions directly to our clients at TWU. With a 98% open rate, are you text messaging yet?

3

11 am – 12 pm  
Alumni Hall

## TWU Telling their R.A.D. Salesforce and ERX Story

Join us to learn how Trinity Western University uses Salesforce for RAD.

4

12 – 1 pm  
President's Reception Hall

## Birds of a Feather Lunch

Organized by institution type

5

1 – 1:50 pm  
Alumni Hall

## 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.

6

2 – 2:50 pm  
Alumni Hall

## 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.

7

3 – 3:50 pm  
Alumni Hall

## 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.

8

4 – 4:50 pm  
Alumni Hall

## Making Admissions Decisions in Salesforce

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

9

4:55 – 5 pm  
Alumni Hall

## Closing Remarks from your Hosts

Thank you from Enrollment Rx, Salesforce, Trinity Western University, and Mogli.

register now

## Cocktail Reception

5 pm, Trading Post Eatery  
9143 Glover Rd, Fort Langley, BC

Beer, wine & hors d'oeuvres will be served

