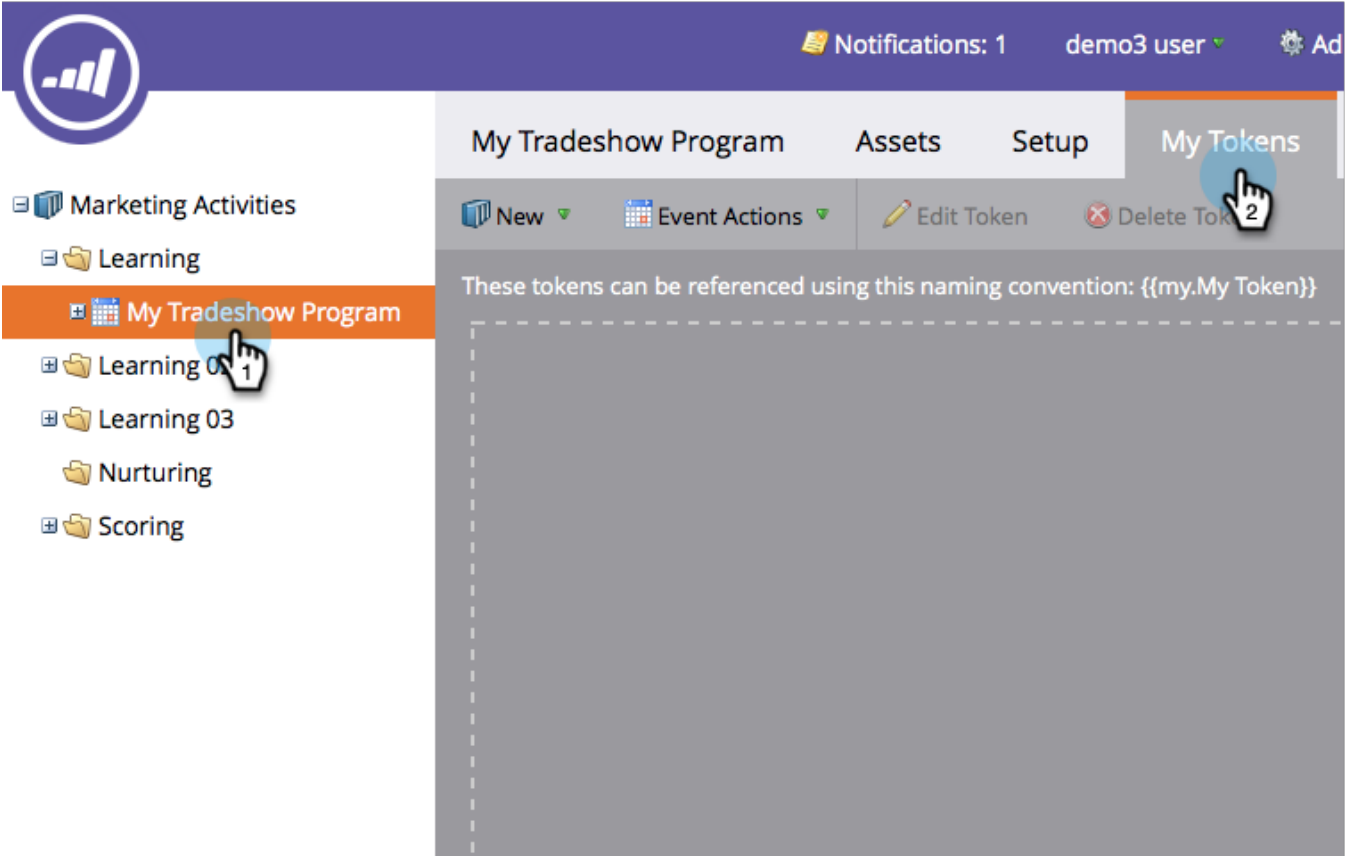


Create a Calendar Event (.ics) File

A Calendar File token allows you to add a calendar event (.ics) link to your Marketo emails and landing pages.

1. Inside your program, go to **My Tokens** tab.



2. Drag a **Calendar File** token to the canvas.

Assets

Setup

My Tokens

Members

Edit Token

Delete Token



using this naming convention: {{my.My Token}}

Calendar File



Calendar File

Date

Email Script

Number

Rich Text

Score

SFDC Campaign


Text

3. Enter a **Token Name** and **Edit**.

My Tradeshow Program Assets Setup **My Tokens** Members

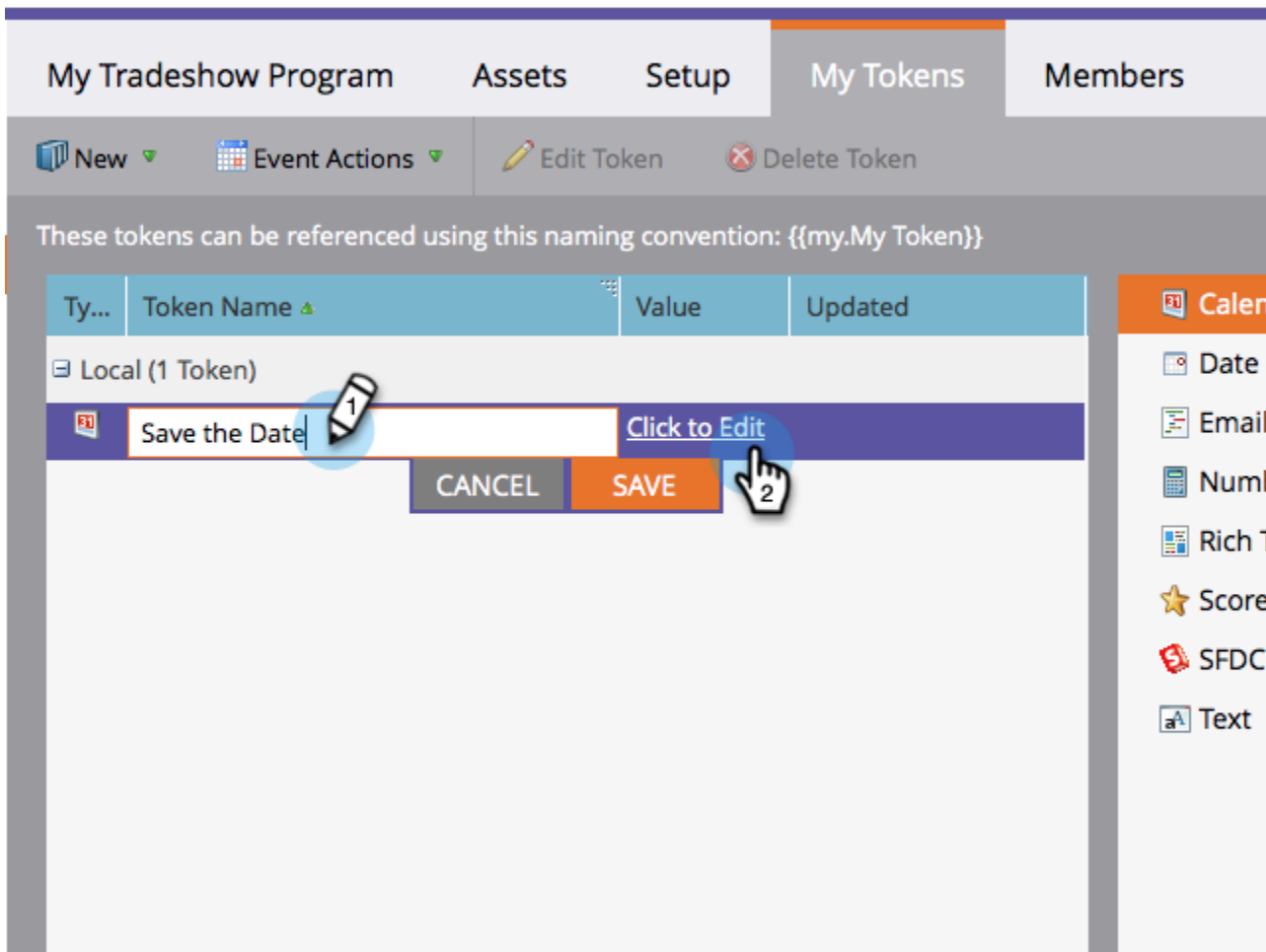
New ▾ Event Actions ▾ Edit Token Delete Token

These tokens can be referenced using this naming convention: {{my.My Token}}

Ty...	Token Name ▲	Value	Updated
Local (1 Token)			
	Save the Date	Click to Edit	

CANCEL **SAVE**

Calendar
Date
Email
Num
Rich T
Score
SFDC
Text



4. Enter details and click **Save**.

Edit Calendar File ✕

Subject: * My Awesome Webinar

Location: * GoToWebinar


Hyperlink Text: * Save the Date

Starts: * 03/08/13 10:00 AM PDT

Ends: * 03/08/13 11:00 AM PDT

Description: Access URL: `{{member.Webinar URL:default=edit me}}`
Maximize Results Through Inside Sales and Marketing Automation
`{{my.Event 1 Date:default=edit me}}` at `{{my.Event Time}}`

CANCEL **SAVE**



Mission accomplished! Make sure to test it out.

Related Articles

- [Include a Calendar Event \(.ics\) in an Email](#)
- [Include a Calendar Event ICS File in a Landing Page](#)

