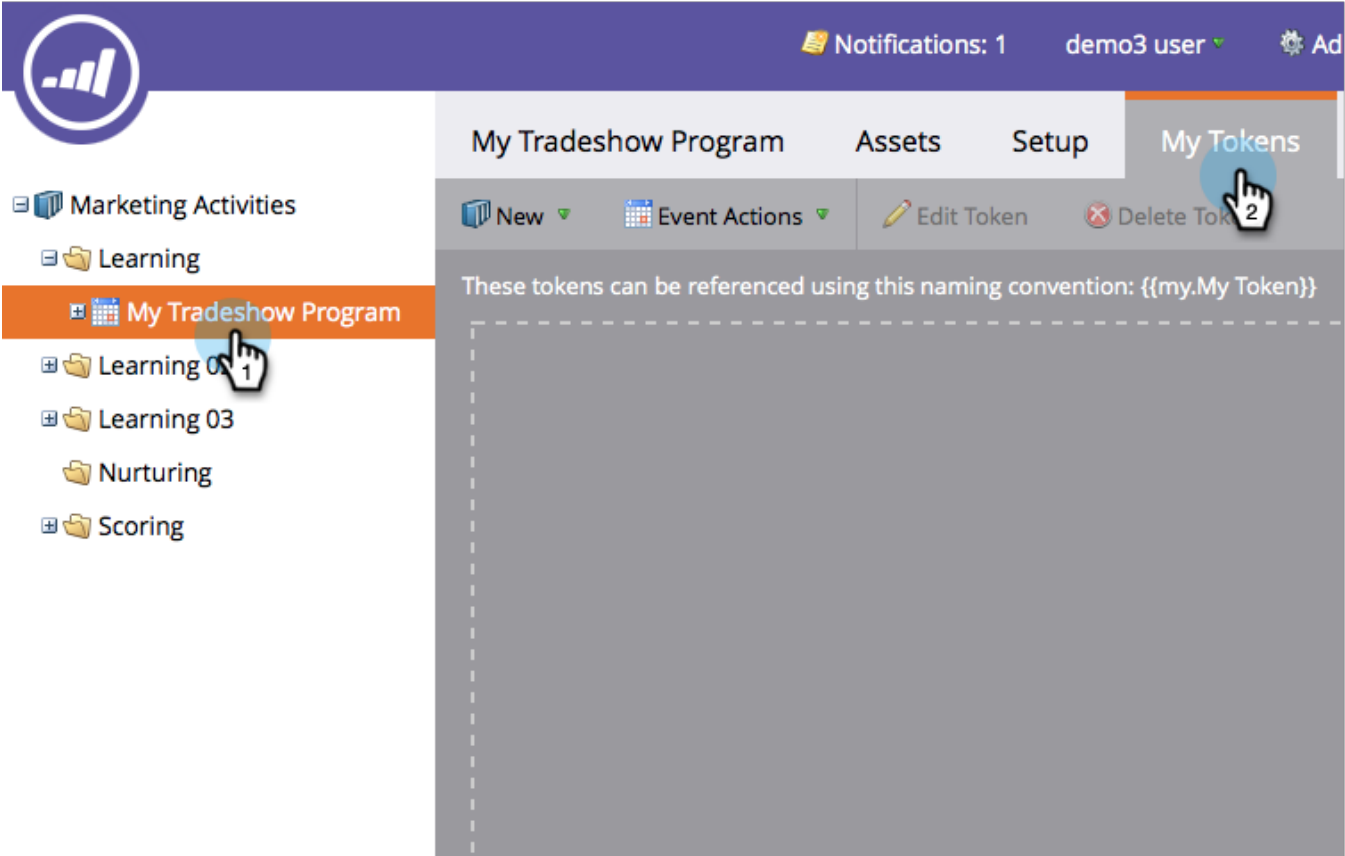


Create a Calendar Event (.ics) File

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}}


The screenshot shows the 'My Tokens' section of a user interface. At the top, there are navigation tabs: 'Assets', 'Setup', 'My Tokens' (which is active), and 'Members'. Below the tabs, there are two buttons: 'Edit Token' (with a pencil icon) and 'Delete Token' (with a red 'X' icon). A text prompt reads 'using this naming convention: {{my.My Token}}'. A dashed box highlights the area where a token is being created or edited. On the left, a token labeled 'Calendar File' with a green checkmark and a calendar icon is shown. A hand cursor is over it. On the right, a dropdown menu is open, listing various token types: 'Calendar File' (highlighted in orange), 'Date', 'Email Script', 'Number', 'Rich Text', 'Score', 'SFDC Campaign', and 'Text'. A blue dashed arrow points from the 'Calendar File' option in the dropdown to the 'Calendar File' token in the main area.

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: *


Location: *

Hyperlink Text: *

Starts: * PDT

Ends: * PDT

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



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](#)

