

Create an Event with Adobe Connect

Syncing with Adobe Connect allows you to manage your webinar registration and attendance inside Marketo, which ensures that engagement doesn't go untracked.

Prerequisites

- [Link Adobe Connect and Marketo](#)
- [Create a New Event Program](#)

First, make sure you've created your meeting or seminar in Adobe Connect. If you need help, check out the [Adobe Connect User Guide](#).

The meetings and seminars that you create in Adobe Connect must be created under the folder that you specified when you entered your credentials in Marketo. After you create your meeting or seminar, make note of any relevant logistical information (such as the phone number), to use in your confirmation email and ICS file.

Note

We **do not** support Adobe Connect On-Site at this time.



1. On the home of a new event, select **Event Actions**, and then **Event Settings**.

Ran's Awesome Webinar Assets Setup My Tokens Members

New ▾

View: Summary

Ran's Awesome Webinar

- Event Actions
- Schedule
- Reschedule Entries
- Event Settings
- Clone
- Delete
- Refresh from Webinar Provider
- Show Import Status
- Show Export Status

Setting

Event Partner

Channel: [Webinar](#)

Created: January 30, 2015 3:33 PM PST by Anna Zeman

Last Modified: January 30, 2015 3:33 PM PST

Results

Note

If you don't see **Event Settings** in the drop-down, make sure the event's channel has **Event with Webinar** selected under "Applies to."

2. Under **Event Partner**, select **Adobe Connect**.

Event Settings ✕

Event Partner:

- none --
- none --
- Adobe Connect
- GoToWebinar
- WebEx

CANCEL SAVE

3. Select your **Login** ID and the select your **Event**.

Event Settings ✕

Event Partner: Adobe Connect

Login: *XXXXXXXXXX@Adobe Connect*

Event:

adobe_march2015 (<i>XXXXXXXXXX</i>)	
adobe_march2015	03/9/2015
adobe_march2015	03/9/2015

CANCEL SAVE

4. Click **Save**.

Event Settings ✕

Event Partner:

Login:

Event:

I want Adobe to automatically email registrants with account info

Name: adobe_march2015

Start Date: Tuesday, March 10, 2015 1:41 AM

End Date: Tuesday, March 10, 2015 3:41 AM

Time Zone: (GMT+05:30) Chennai, Kolkata, Mumbai, New Delhi

Description:

Nice! Your Adobe Connect event is now synced with your Marketo event.

Note

The fields Marketo sends over are: First Name, Last Name, Email Address.

Tip

To insert the person's unique URL into an email, use this token: `{{member.webinar url}}`. When the email is sent, this token automatically resolves the person's unique confirmation URL from Adobe Connect.

Set your confirmation email to **Operational** to ensure that people who register and may be unsubscribed still receive their confirmation information.

People who sign up for your webinar will get pushed to your webinar provider via the Change Program Status flow step when the New Status is set to "Registered." No other status will push the person over. Also, be sure to make Change Program Status flow step #1, and Send Email flow step #2.

Adobe March 2015 Smart List **Flow** Schedule Results

New Campaign Actions View Campaign Members

Collapse All Expand All

1 - Change Program Status

Program: Adobe March 2015 New Status: Webinar > Registered

2 - Send Email

Email: Adobe March 2015.Confirmation Email



Caution

Avoid using nested email programs to send out your confirmation emails. Use the event program's smart campaign instead, as shown above.



Tip

It can take up to 48 hours for the data to appear in Marketo. If after waiting that long you still don't see anything, select **Refresh from Webinar Provider** from the Event Actions menu in the Summary tab of your event.

Related Articles

- [Add Adobe Connect as a LaunchPoint Service](#)
- [Edit an Event Channel](#)

