



Welcome to MCC

Where community and technology unite

Welcome



Welcome to the Microsoft Community Connections (MCC) program.

By joining MCC, you've taken a big step forward in helping educate your SMB members on how technology can help them grow their business. You're tapping into an extensive collection of Microsoft marketing resources, all designed for one purpose: **To help your members learn about how technology can help their business.**

Here's just a sampling of all the MCC member benefits you can take advantage of:

- A professionally designed event marketing kit with promotional resources that you can use to get the best turnout of attendees possible.
- Microsoft software giveaways for event prizes and member giveaways.
- Access to other valuable resources, including the MCC Quarterly Newsletter, plus Microsoft retail store discount coupons and other special offers for your members.
- A series of educational webinars or seminars for your membership on the latest technology available.

Explore the possibilities. Now that you're a part of MCC, we invite you to explore all the resources in this e-book as a first step toward putting them to work for you. Then check out the MCC website at www.MSCommunityConnections.com for even more tools you can use to help your members learn about how technology can help their businesses.

If you have any questions or need help navigating all your available MCC resources, feel free to email us at mcchelp@microsoft.com or call us at (888) 834-8564 between 6:00 A.M. and 4:30 P.M. Pacific Time.

We're delighted to have you aboard and will do all we can to ensure your success!

Your Microsoft Community Connections Team



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Microsoft Community Connections

Simple Tech Tips Program

Get free ready-to-use tech content for your newsletters and blogs...

Newsletters and blogs are great ways to keep in touch with your SMB customers and prospects. But it can be hard to find fresh, useful content for every issue.

That's why we developed our MCC Simple Tech Tips Program. It's free, and here's what you get:

- Access to a wide range of pre-written tips and short information items that you can copy and paste right into your newsletter or blog.
- Content that's updated twice a month, so it's always fresh.
- Technology tips that are based on solutions tailored to the needs of SMBs.
- Special discount offers that you can pass on to your members, like 10% off software and 5% off everything else at any of the 100+ Microsoft Stores in the U.S.

Register today: <http://aka.ms/smbtechtips>

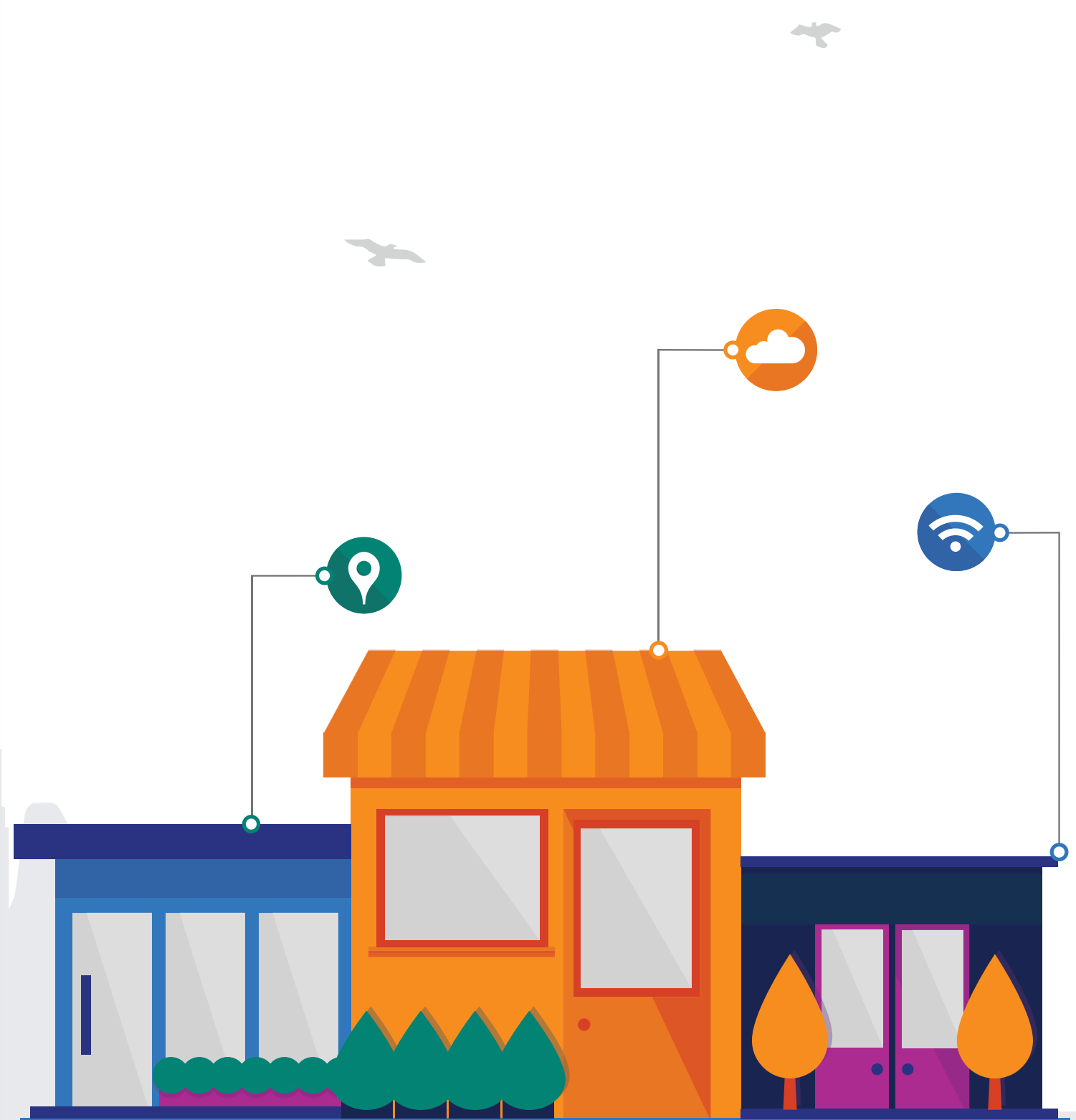
We're ready to help, if you have questions.



Call: **1-888-834-8564**
Monday through Friday, 6:00AM–4:30PM (Pacific Time)



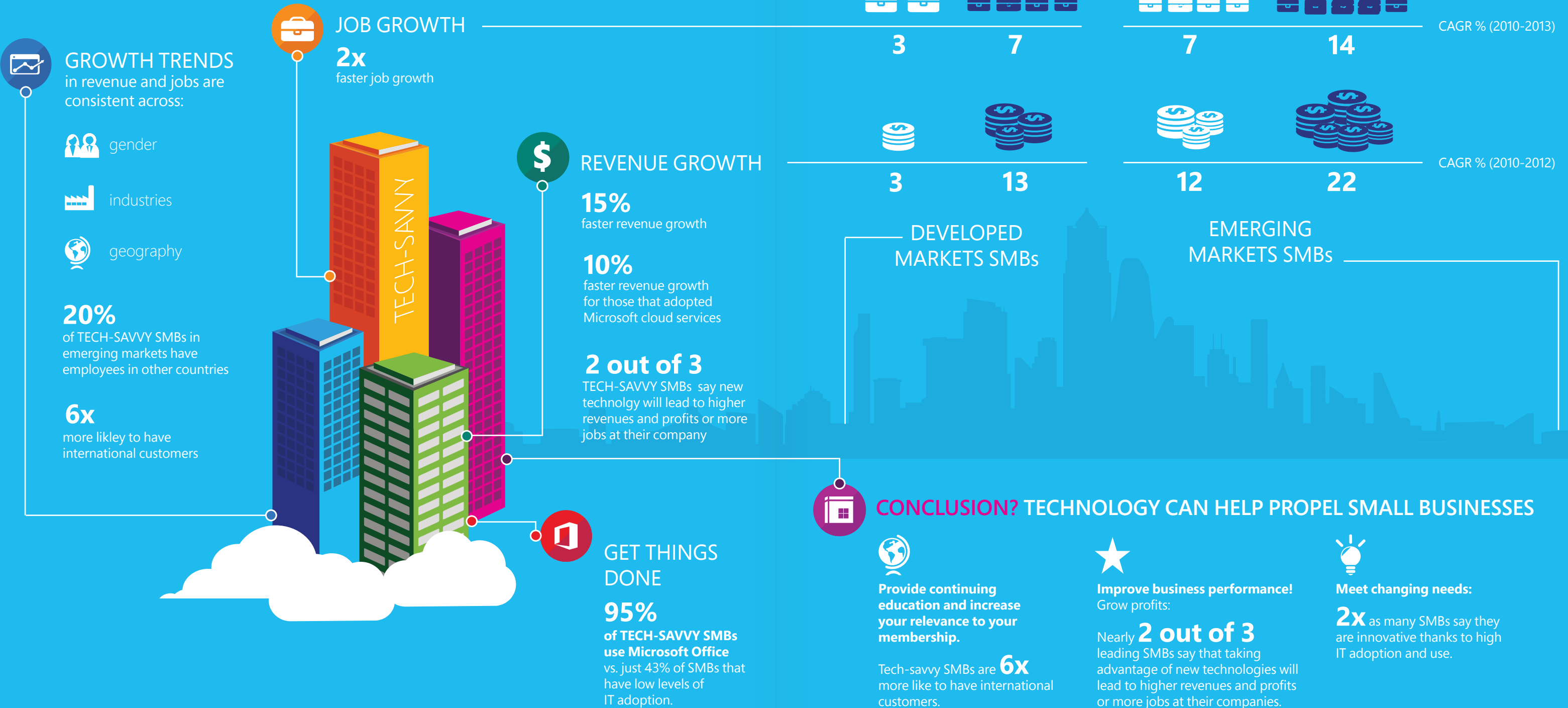
Email: mcchelp@microsoft.com



Show your members how technology can help them grow their businesses

According to the **Boston Consulting Group's survey of 4,000** small and midsize business decision makers worldwide

TECH SAVVY SMBs ...



Microsoft Community Connections

Technology Partners

Bring in the experts by connecting with MCC Partners...

You don't need to have all of the answers, but you should know where to find them. That's why MCC will help connect your organization to a Microsoft Technology Partner that specializes in engaging with business organizations to answer questions about IT. Discover three reasons why you should connect with an MCC partner, and then get in touch with one today.

Top three reasons you should build strategic relationships with MCC Technology Partners:



They understand your audience

MCC partners specialize in engaging with their local communities and organizations that focus on small and midsize businesses.



They have experience

This year, MCC partners conducted nearly 7,000 events educating 1 million SMB customers.



They have access to a vast number of Microsoft resources

MCC partners can take advantage of a large number of Microsoft resources, including event kits full of marketing resources, technical content, and giveaways. Partners will provide a list of topics for your organization to choose from and you just pick the dates.

Three ways to get in touch:



Look inside your organization

There is a good chance you already have a Microsoft Technology Partner that is a member of your organization.



Give us a call

If you don't have a partner within your organization and need a list of partners in your area, please contact us at 1-888-834-8564 or email mcchelp@microsoft.com.



Find local partners online

Go to www.pinpoint.com and enter your zip code or filter by Computer/PC Service and Support and Small Business Specialist.

Microsoft Community Connections

Resources

Discover how to get started with Microsoft Community Connections...

Now that you've joined MCC, you can access all kinds of Microsoft tools and information designed specifically to educate small businesses and entrepreneurs.

Start by exploring the basics of your membership, and then dive into the materials created to help your organization's members and their customers.

1. Explore your MCC marketing resources

[Microsoft Community Connections](#)

Learn more about how to get your MCC marketing event off the ground, including a step-by-step guide and lots of checklists. Send us an email and ask us how we help associations with Microsoft led events.

[Simple Tech Tips](#)

Get free bi-monthly content for your newsletters, blogs, and more.

[MCC Video Overview](#)

Learn all about how Microsoft Community Connections can help your organization.

[Microsoft Community Connections Newsletter](#)

Sign up for quarterly updates and tips from the MCC team.

2. Find helpful resources for your organization's SMB members

[Host an Event at a Microsoft Store](#)

Most Microsoft Stores have dedicated conference and briefing rooms for you to use to host events—for free. Find your local store and stop by to visit.

[Discover What's Included in the MCC Event Kit](#)

Your MCC Event Kit includes Microsoft software for door prizes—10% off software and 5% off all else at any of the 100+ Microsoft Stores in the U.S.— as well as templates for your presentations, datasheets for handouts, post-event surveys, and much more.

[Braddock's Procurement Opportunities Guide: 2013 Edition](#)

Your members will thank you for this Microsoft-sponsored, 103-page guide to selling to governments and corporations. Published by Braddock Communications, it offers all sorts of useful tips about how to become eligible and win government bids.

[Braddock's Winning Edge, 2014 Edition](#)

This is Braddock's 45-page companion guide to government and large corporation procurement secrets. It's another chance to impress your members with valuable information they can put to use right away.

[Disaster Recovery: Guidance for Preparing Your Business to Withstand the Unexpected](#)

Are your member businesses ready for the worst? Chances are they're not, given that 66 percent of SMBs lack a disaster recovery plan. But they should be, because 40 percent don't recover when disaster strikes. Here's your opportunity to help them prepare for disaster with this 20-page Microsoft guide and worksheet.

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Resources - continued

Free Microsoft eBooks: Great Content to Learn from and Share!

Discover a range of Microsoft books on Windows Server, Microsoft Azure, System Center, Windows, and app development that are available free of charge! From technical overviews to drill-downs on special topics, these free Microsoft books are available in PDF, EPUB, and Mobi for Kindle formats.

Microsoft Virtual Academy: Free Training from Experts

Microsoft Virtual Academy offers expert online training in hundreds of Microsoft courses delivered in 14 different languages. Our mission is to help developers, knowledgeable IT professionals, and advanced students learn the latest technology, build their skills, and advance their careers.

Microsoft SMB Blog, Featuring Cindy Bates, Microsoft VP for SMB

Gain insights from Cindy Bates, Microsoft's VP of Small & Medium Business. She's spent much of her career addressing the needs of SMBs and is widely known as a thought leader in how SMBs can succeed.

3. Discover all of Microsoft's resources for SMB entrepreneurs

Microsoft for Your Business

Find expert business guidance and how-to resources specifically designed for the SMB audience.

Microsoft eGuides and White Papers

Here's where you can find 16 highly informative documents you can both learn from and share with your members.

Microsoft BizSpark

This program provides access to software, support, and visibility to help startups succeed. Show your members how to get up to \$750 a month of free Azure cloud services for three years, as much as \$150 per month each for up to five developers.

Microsoft YouthSpark Hub

Here you'll find a wide range of resources for young people and aspiring entrepreneurs to gain IT skills, employability, and starting their own businesses. Use these resources to connect with youth programs—or start one—in your community.

Microsoft DreamSpark

DreamSpark gives students Microsoft professional developer and designer tools at no cost, so they can create the next big breakthrough in technology—or just get a head start on their career.

Microsoft Community Connections

Your marketing toolbox

Check off your checklists

You already know that successful promotional events don't just happen. They require detailed planning and many moving pieces.

That's why checklists like this sample pre-event checklist from our [Event Marketing 101 Toolkit](#) can be handy. Review the items below to be sure you don't miss a thing.



Before you start planning your event, determine the following:

- Event goal and task objectives
- Budget
- Type of event and target audience
- Confirm venue with set date and time
- Sponsorship and attendee fees

Now, it's time to prepare for your event:



Book Presenters:

- Confirm presenters

MCC Tip: Make sure to send presenters a calendar blocker for the event date.



Develop Registration Site:

- Draft agenda and event value proposition
- Create registration site, hosted on your own website or [Microsoft Partner Events](#)



Promote your event

- Decide on a creative concept
- Develop a promotional offer
- Print and send direct mail invitations
- Pre-event telemarketing and email marketing
- Schedule and draft social media posts and blog

MCC Tip: Don't forget to set up an event hashtag for attendees to use on Twitter.



Print, Order and Shipment of Materials:

- Confirm literature and evaluation form materials and quantities required
- Confirm giveaways and door prizes and order quantities required
- Name tags, event attire, pens, and notepads
- Confirm event signage or decorations
- Arrange shipping of all items to venue



Check out the Venue:

- Audio visual requirements confirmed
- Catering confirmed
- Parking / transportation confirmed
- Venue contract squared away (reviewed, signed faxed)



Build Presentation:

- Create presentation outline
- PowerPoint template
- VPCs and other software
- Demo scripts
- Case studies and videos
- Hardware
- Conduct run through
- Finalize presentation

MCC Tip: Don't forget to determine a backup plan in case you run into issues with presenters, hardware and software, or AV.

Microsoft Community Connections

Working with Microsoft Stores

Consider these four ideas for hosting your SMB customer events at your local Microsoft Stores...

We have more than 100 Microsoft Stores across the U.S. As a member of MCC, you can use one of these impressive venues to host your own SMB customer events.

Here are four ideas for different event types you can sponsor:



1. Host a series of activities

Seeing technology in action is much more effective than just hearing about it. Your local Microsoft Stores can provide you with the stage you need to show how Microsoft solutions can help your members operate more profitably, while growing their businesses. We can assist with providing a Microsoft Certified Partner to deliver the programs, whether it's one activity or a series of 12.



2. Host a small business webinar series

Your busy members might find it hard to find the time to get away from their work to attend an in-store event. So host a series of webinars around a business-appropriate theme. We will pair your organization up with a certified partner who will produce the series. We'll provide you with a list of various topics to choose from, and all you need to do is drive users to the webinar and the partner will do the rest.



3. Host a networking mixer

Host a member networking event at your local Microsoft Store. Your Microsoft Store staff will be happy to help stage demos to help your members make new business contacts, while they're learning about how Microsoft technology can help their businesses operate more efficiently and profitably.



4. Take advantage of existing events

Other local business associations, charities, and educational institutions are always looking for new places to hold their events. You can offer to co-host with them and use their mailing lists and community reach to invite a lot of potential new members. Again, your Microsoft Store staff will help you stage demos of the solutions that will most appeal to their needs.

Ready to host an event? [Find a Microsoft store near you.](#)



