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# CCP OrCAD X Webinar Campaign Kick-off

**UPDATE:** Design, Simulate, and Validate Your Circuit With PSpice

Live Webinar: April 24, 2024

# Webinar Overview

- **Title**

- **UPDATE:** Design, Simulate, and Validate Your Circuit With PSpice

- **Date & Time**

- Wednesday, April 24<sup>th</sup>
- 8 AM PST / 11 AM EST / 4 PM UTC

- **Host/Speakers**

- Supreeth Mannava, Cadence (Host)
- Alok Tripathi, Cadence

- **Summary**

- This 1-hour webinar will be an introduction to the best-in-class functional simulation environment and ecosystem we all know as PSpice. Alok will go over the verticals and applications of where PSpice is used in the industry, what the advantages of using PSpice is and how it different from our competitors as well as the challenges users face and how we can solve them before jumping into a demo and ending with a live Q&A.

- **Target Audience**

- Electrical Engineers
- Design Managers

- **Product**

- OrCAD X Capture/PSpice

- **Focus**

- Demonstrating value of PSpice

- **Attendees will learn:**

- How to search and find simulation ready parts from PSpice rich model library set
- Using modeling applications to quickly generate the models
- Setting up analysis and doing what if analysis
- Simulation management and know about important simulator option to control the analysis
- Analyzing waveforms and using measurement expressions
- Running advance analysis and taking beyond functional simulation

# Cadence Outbound Email and Social Media Plan

## Email Schedule

Email 1 - Invitation	Email 2 – Invitation Reminder	Email 3 – CVENT Reminder	Email 4 – Thank You	Email 5 – Recording Ready
3-Apr-24	17-Apr-24	24-Apr-24	24-Apr-24	Tentative Date: 1-May-24

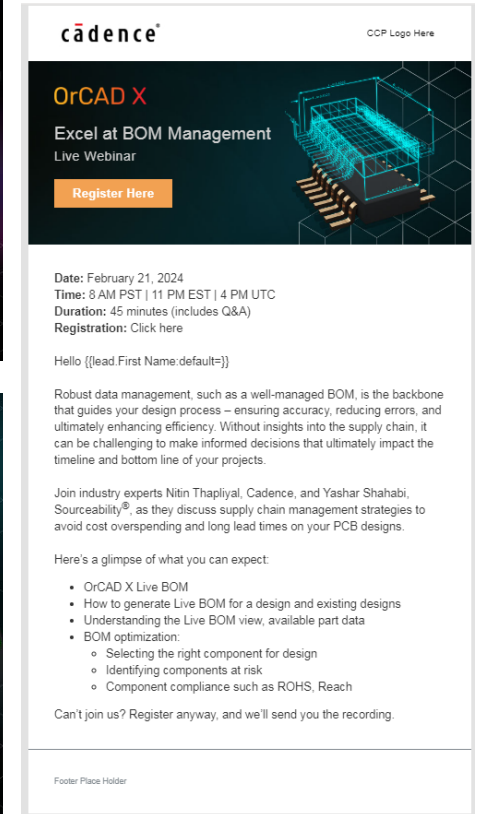
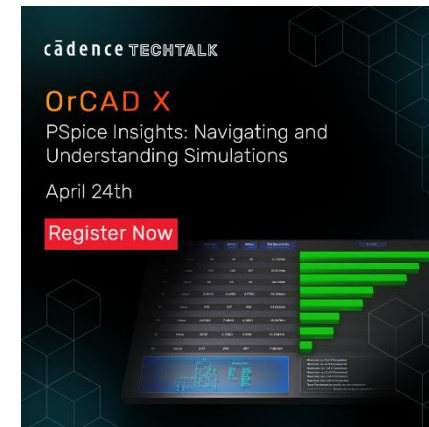
- 1<sup>st</sup> email – Invitation to sign up for the webinar
- 2<sup>nd</sup> email – Invitation reminder will only be sent to those who have not opened and clicked on the 1<sup>st</sup> email invitation to sign up
- 3<sup>rd</sup> email – CVENT will send a reminder to all registrants 1 hour before webinar start time
- 4<sup>th</sup> email – Thank you and Sorry we missed you emails sent along with an asset
- 5<sup>th</sup> email – \*Tentative send date depending on when edited recording will be available

## Social Media Schedule

Post 1 – Webinar Sign Up (Facebook, X, and LinkedIn)	Post 2 – Webinar Sign Up Event Page (LinkedIn)	Post 2 – Webinar Sign Up (Facebook, X, and LinkedIn)	Post 3 – Webinar Recording (Facebook, X, and LinkedIn)
10-Apr-24	15-Apr-24	24-Apr-24	7-May-24

# Marketing Kit Materials

- **UPDATES:** Graphics
  - Page Banner
  - Email Banner
  - Social
- HTML Email Template
- Recording (after webinar)
- Follow-up Asset (after webinar)



Webinar Promotional Materials are located on the CCP Portal [here](#).



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