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CCP OrCAD X Webinar Campaign Kick-off

Introducing OrCAD X, Our Next-Generation PCB Layout Solution

Live Webinar: January 24, 2024

cadence®

Webinar Overview

- **Title**
  - Introducing OrCAD X, Our Next-Generation PCB Layout Solution
- **Date & Time**
  - Wednesday, January 24, 2024
    - 9 AM PT
- **Host/Speakers**
  - Supreeth Mannava, Cadence (Host)
  - John Carney, Cadence
- **Summary**
  - This 1-hour webinar will demonstrate how the intuitive interfaces and simplified processes within Cadence's new PCB layout solution can streamline your workflows, accelerate project timelines, reduce the learning curve, and improve productivity. OrCAD X PCB layout has all the power, capacity, and performance of industry-leading Allegro PCB technology with an easy-to-use modern UI.
- **Target Audience**
  - Electrical Engineers
  - Product Manager
  - Procurement Specialists
- **Product**
  - OrCAD X Presto
- **Focus**
  - Introducing new OrCAD X Platform
- **Attendees will learn:**
  - Design with an intuitive UI
  - Collaborate using design review and markup
  - Use the new and improved 3D engine
  - Visualize and set up of 3D DRCs
  - Set up and navigate to flex regions
  - Use dynamic shapes
  - Save time generating manufacturing documentation with LiveDOC

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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-Jan-24	17-Jan-24	24-Jan-24	24-Jan-24	1-Feb-24

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

Social Media Schedule

Post 1 – On Facebook, X, and LinkedIn	Post 2 – On Facebook, X, and LinkedIn	Post 3 – On Facebook, X, and LinkedIn
15-Jan-24	22-Jan-24	5-Feb-24

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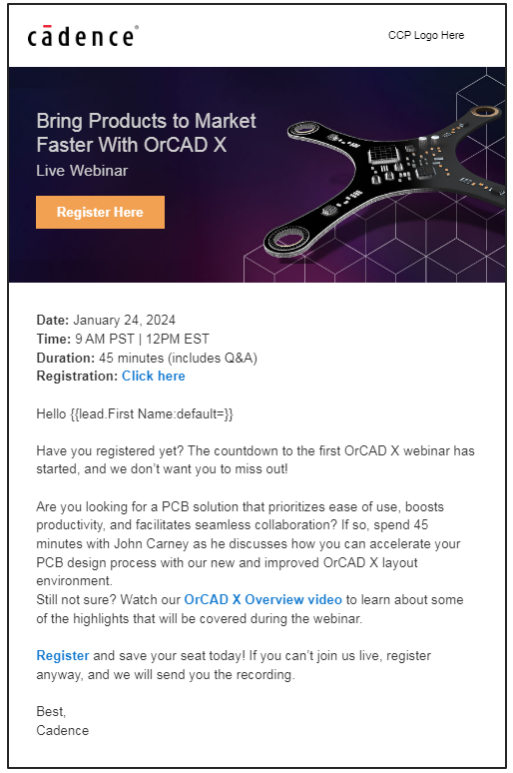
Marketing Kit Materials

- 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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