



# FY22 October 2021 co-op office hours invite

## Summary

On October 21, 2021, Microsoft is hosting an “Driving Impact from Microsoft Co-op Funds” office hours.

## Programs Impacted

CSP Direct Bill Partners  
CSP Indirect Resellers  
CSP Indirect Provider  
Surface (ADD and ADR incentives)  
Mixed Reality (HoloLens) (ADD and ADR incentives)  
Hosting

## Details

Cooperative Marketing Funds (co-op) are a key element of the partner incentive earnings for many of the partner incentive programs offered by Microsoft. These funds are used by partners for marketing investments that can both grow sales pipeline and enhance the market image of the company. In addition, the funds can be used for readiness activities to support the attainment of valuable Microsoft certifications and to support best-practice development around strategic Microsoft solutions.

To help you optimize use and impact from these co-op funds, the Microsoft Partner Incentives team will conduct a series of Office Hours throughout the fiscal year to share valuable resources and reminders for key execution dates. The first Office Hours session will be held on Thursday, October 21. There will be two time slots offered, 8 am and 5pm PDT.

During the October Office Hours session, we will cover the following topics:

- Building a co-op plan that drives optimal business impact
- Sharing resources to support go to market (GTM) development and execution
- Guest presentation for GTM campaign execution

Future office hours sessions will focus on such topics as co-op best-practices, speakers who will highlight great co-op usage examples, and helpful hints for using Partner Center.

## Next steps

**Please plan on joining us October 21, 2021, and register for the 60-minute call that best meets your schedule:**

- 8:00 AM Pacific Time: <https://aka.ms/VIRT088EXT-Register>
- 5:00 PM Pacific Time: <https://aka.ms/VIRT088EXT2-Register>

## Questions?

Recommended steps and self-help articles for incentive-related questions are available by searching “incentives” in the search bar of Partner Center. If you need additional assistance, please create a support request in Partner Center. Learn more at <https://aka.ms/IncentivesSupport>.

Thanks for your partnership with Microsoft.



Microsoft Confidential | © 2018 Microsoft Corporation. All rights reserved

Microsoft respects your privacy. Review our online [Privacy Statement](#)

Feedback: Was this information helpful? Please provide [comments](#) to make content more useful to you.