GETTING STARTED WITH ALSO GROWTH FACTORIES

We've covered how they help. Now let's see how they work

READY, SET, GROW

In our first guide introducing ALSO Growth Factories, we explored:

WHAT THEY ARE

Ready-made, Microsoft-themed event programmes for various end-customer audiences offering customisable resources, expert support and limited-time funding opportunities.

WHAT'S IN IT FOR YOUR CUSTOMERS:

A few reasons to give customers to come to your events, from practical demonstrations that go beyond sales pitches to actionable answers to real challenges.

WHAT'S IN IT FOR YOU:

A structured, time-saving way of prepping, promoting and paying for events that help you create new customer conversations, develop existing ones and establish yourself as a Microsoft maestro.

WHAT MICROSOFT SOLUTIONS ARE COVERED:

The growing portfolio of factories include Microsoft Azure, Microsoft 365 Copilot, BizApps, and the Microsoft Security suite.

How to get expert help and funding: Advice on setting up and getting financial support for events with the help of ALSO experts, which this guide expands on.

If you're new to Growth Factories, we recommend reading our introductory guide explaining the programme (linked below) before coming back to these six steps on how to launch your own event with the help of ALSO experts.

READ OUR INTRO TO ALSO GROWTH FACTORIES

1 STEP 1: BOOK A CALL

Before you book, let your Westcoast Cloud account manager know you're planning a Growth Factory event. That way, they can make sure you have the right support lined up from the start and help keep your funding claim on track.

Contact your Westcoast Cloud account manager

Then, once you've spotted a Growth Factory you're interested in on the hub below, click 'Book a call' to reach out to the ALSO team. They'll help you define your audience, confirm the best Growth Factory for your needs with eligibility and programme availability in mind and run through its workshop kit with you.

A specialist can be aligned to your campaign if required, providing access to Marketing-as-a-Service support as well as dedicated trainers to support your sessions.

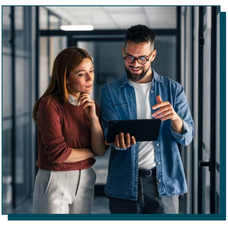
EXPLORE THE ALSO GROWTH FACTORIES HUB

2 STEP 2: PLAN

Based on your discussion with your ALSO advisor, lay the foundations of your event – including:

- The format (online or in-person)
- Customer type (e.g. enterprise, SMB, nonprofit)
- The date
- Attendance or performance targets
- Roles and responsibilities
- Post-event goals

Please note that ALSO must agree all of these elements with you before any work on your event begins.





3 STEP 3: PROMOTE

Download the Growth Factory workshop kit you need and customise the resources to your liking, making sure to include the necessary ALSO branding. Then, build your invite, registration and reminder marketing materials, with support on hand if you need it.

4 STEP 4: DELIVER

Host your Microsoft-themed workshop, making use of the Growth Factory resources and specialist support to ensure things go smoothly. Be sure to give guests a clear post-event action and collect evidence of attendance and execution, including your full attendee list and screenshots or photos of the event.

This step is essential, as your funding depends on the number of attendees you can evidence. Without an attendee list, we can't pay out any funding. You'll need all of this for your Proof of Execution; more on that in step 6.



5 STEP 5: FOLLOW UP

Record the leads in attendance and their pipeline value to help you identify which attendees represent the strongest opportunities – those higher up the list will be the ones to follow up with first.

6 STEP 6: GET REIMBURSED

Earn up to £3,000 by submitting your Proof of Execution. You'll only receive funding if you submit your Proof of Execution, including your full attendee list, by 30 November 2026, and your campaign aligns with Microsoft co-op guidelines. We can't grant any extensions. If you miss the deadline or don't meet these conditions, you won't be eligible for funding.

Funding is limited and given on a first-come, first-served basis, so book your call today to secure your funding opportunity.

Here's how much you could earn:

ONLINE EVENTS

- 20 or more attendees: up to £1,289
- 10 to 19 attendees: up to £859
- Events with fewer than 10 attendees are not eligible for funding

IN-PERSON EVENTS

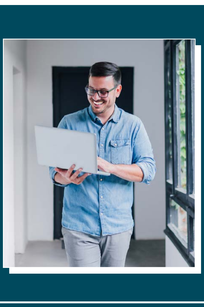
- 15 or more attendees: up to £3,008
- 5 to 14 attendees: up to £1,719
- 2 to 4 attendees: up to £430
- Events with fewer than 2 attendees are not eligible for funding

TAKE YOUR FIRST STEP TO GREATER GROWTH

Ready to go? Let your Westcoast Cloud account manager know you're planning a Growth Factory event, then book your call with the ALSO team. Funding is limited, so the sooner you start, the better.

Happy hosting!

GET STARTED



Questions before you commit?
Speak to your Westcoast Cloud account manager.