



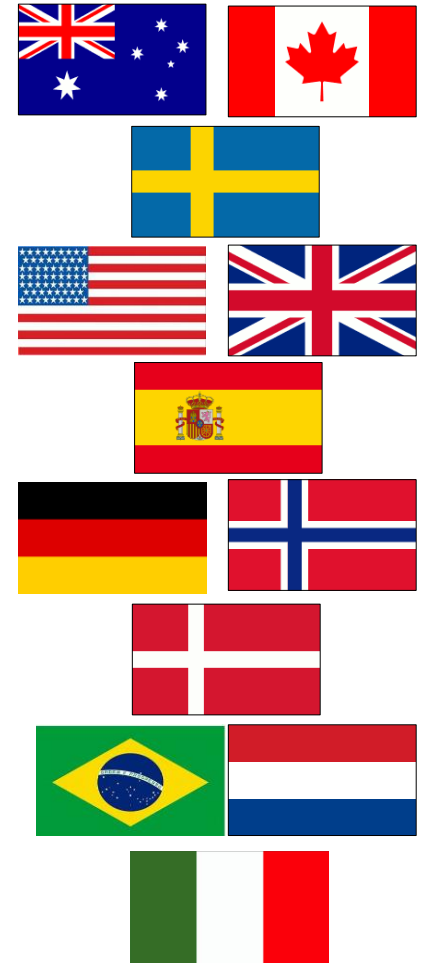
2020 Professional Development Offer Summary

Field Guidance and Partner Briefings

High Level Summary

- Microsoft Global buying season campaign launching in Feb
 - Targeting 12 “Priority Markets”
- Need to support it with a valuable and sticky offer
- We continue to listen to our partners and customers, and we heard...
 - Awareness around affordable devices is low*
 - Campaign designed to address awareness and generate demand
 - Clamshells starting at \$219 with 2:1s with Pen and Ink at \$239
 - Assumption that our solutions are expensive and difficult*
 - Lack of awareness of our easy, modern, inclusive solutions
 - Addressed by campaign and offer
 - Lack of skills required to effectively use our solutions*
 - Educators need help to deliver curriculum effectively
- What did we hear most often?

“An initiative centered on professional development for educators was suggested most frequently by partners”





Campaign call to action: Buy select Windows 10 devices get free PD for your educators

Offer details*

Qualifying customers* receive 1 hour of free professional development for every purchase of 15 or more select Windows 10 education devices* . Qualified customers can receive up to 20 hours of free training for 30 educators (per session).

EX: Windows 10 Device Purchase	TRAINING HOURS
15	1
45	3
90	6
300 (cap)	20

EDUCATOR COURSES
Getting started with Office 365 and Windows
Getting started with Office 365 and Windows for leadership
Minecraft: Education Edition
Local offer

Offer period is February 19, 2020 – June 30, 2020 and is redeemable starting March 1, 2020 in select geos.

Training must be completed within the first year of purchase.

Professional development will be provided by select, qualified [Microsoft Education Global Training Partners](#). Partners may also offer other courses in the Training Catalog to address customer needs.

acer



TMB B118-M
Dual/Quad - \$229/ n/a
USA - \$219



TMB Spin B118-G2-R/RN
Dual/Quad - \$299/\$309
Pen \$20 with quad core only



Acer TravelMate Spin B3

Lenovo



100e
Dual/Quad \$229/\$249*
USA - \$219



14W



300e
Dual/Quad - n/a / \$289
Pen \$30 with quad core only

DELL



3190 clamshell
Dual / Quad - n/a \$239
USA - \$219



Dell Latitude 3300/3310



3190 2-in-1
Dual / Quad - n/a \$299
Pen optional extra \$tbc

hp

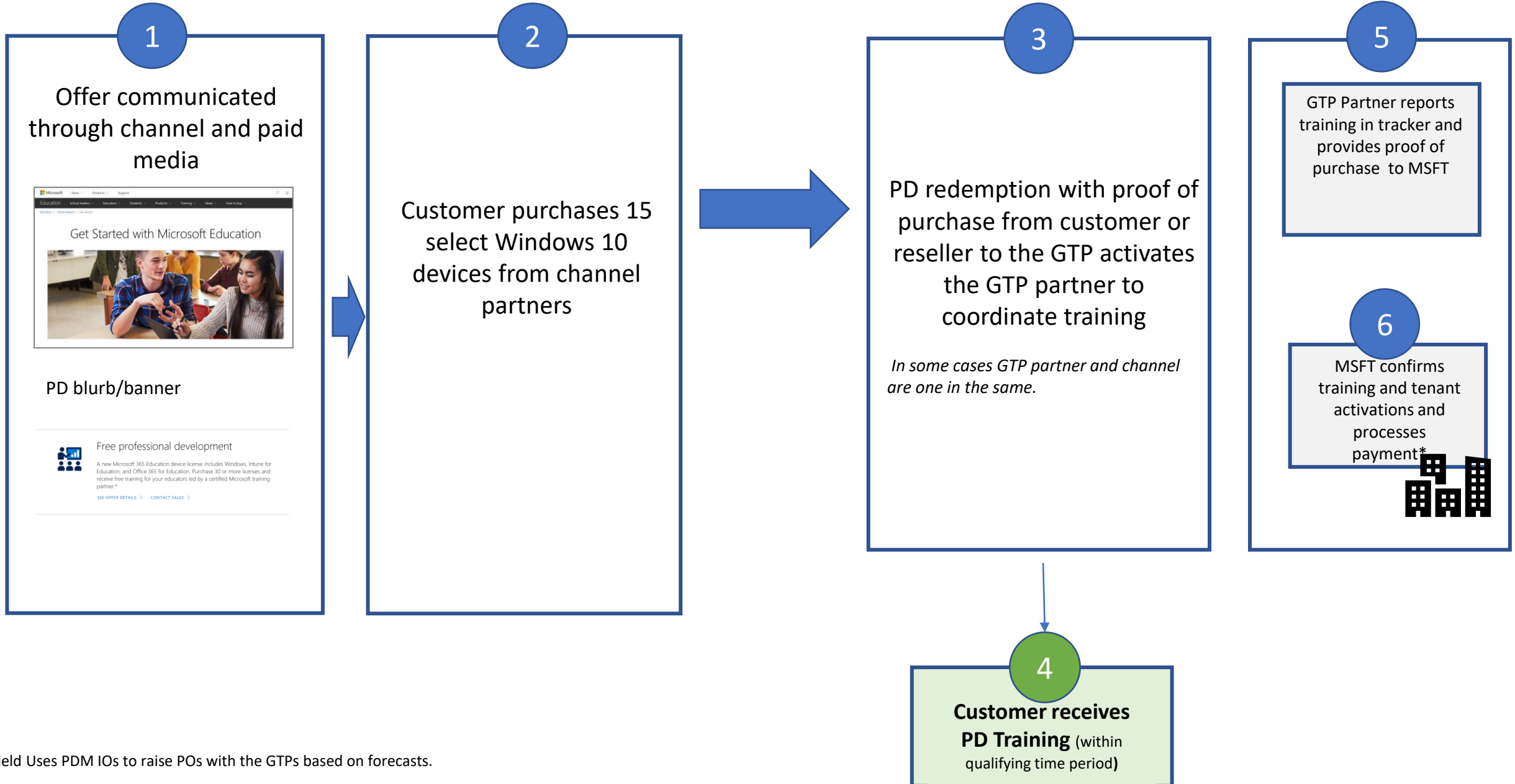


Stream 11 Pro G5 EE
Dual / Quad - \$239 / \$299
USA - \$219



ProBook x360 11 G3/G5 EE
Dual / Quad - \$319/\$349
Pen optional extra \$tbc

PD Offer – Customer experience

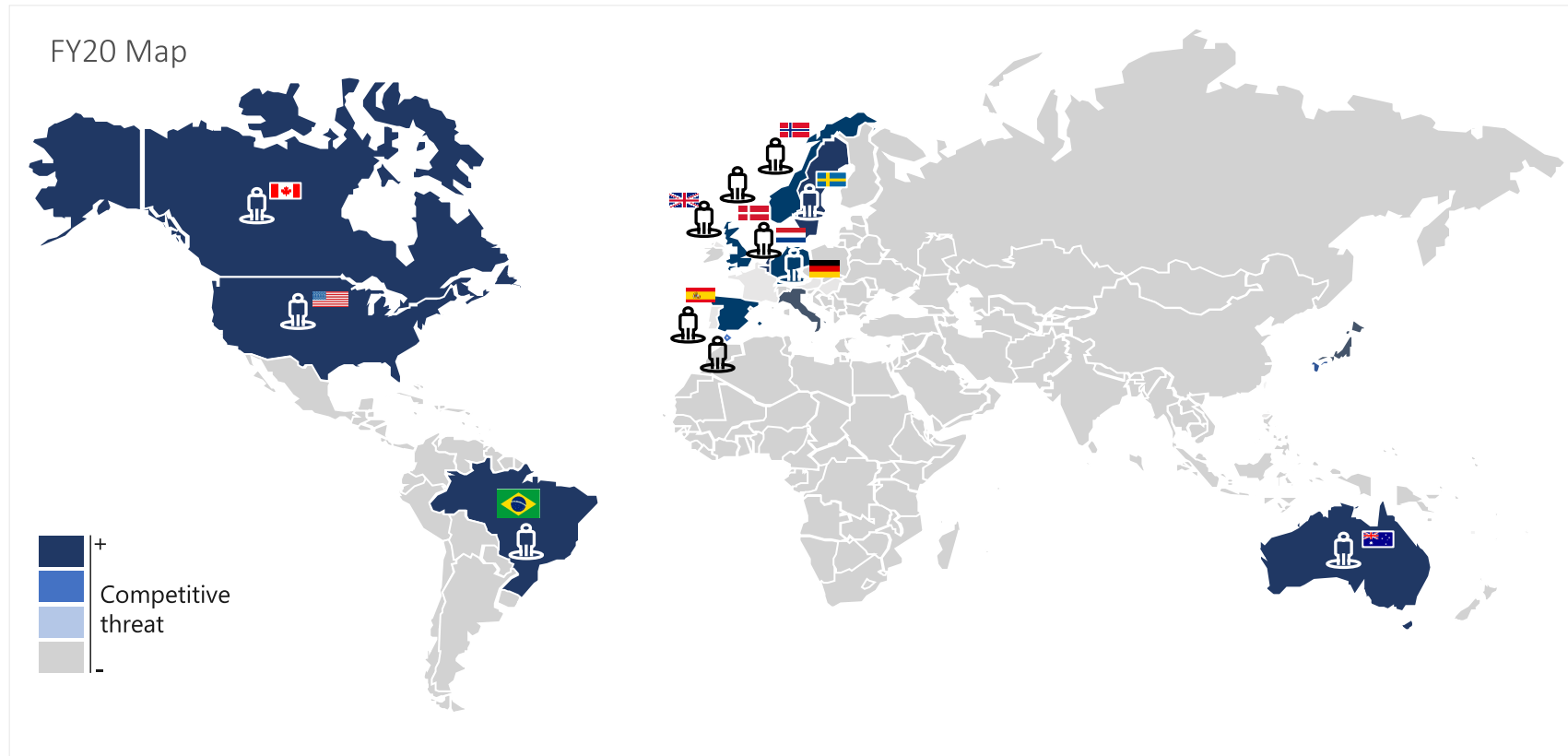


PD blurb/banner

Free professional development
A new Microsoft 365 Education device license includes Windows, Intune for Education, and Office 365 for Education. Purchase 30 or more licenses and receive free training for your educators led by a certified Microsoft training partner.*
[SEE OFFER DETAILS](#) > [CONTACT SALES](#) >

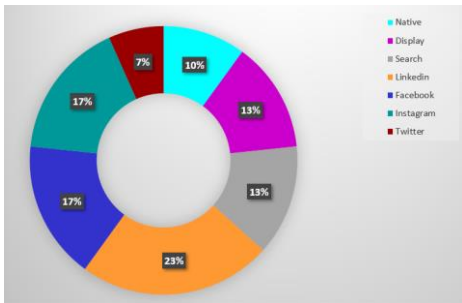


Priority Markets



Driving awareness & engagement – FY20 PD campaign

\$4M WW Investment



Display



Social



Ad 1 Free training for teachers with new Windows 10 education devices for your school

Receive professional development for your teachers when you purchase 15 or more Windows 10 education devices.

[READ MORE ABOUT OFFER DETAILS AND TERMS >](#)

Ad 2 Get new devices and free professional development for teachers

When you purchase 15 or more Windows 10 education devices, you may be eligible to receive up to three days of professional development for your teachers to boost their expertise.

[SEE OFFER DETAILS AND TERMS >](#)

Ad 3 Purchase 15 or more Windows 10 education devices, get free teacher training

With the purchase 15 Windows 10 education devices, your school may be eligible to receive up to three days of professional development for your teachers to boost their expertise.

[SEE OFFER DETAILS AND TERMS >](#)



Free professional development

Purchase 15 or more Windows 10 devices for education and receive free training for your educators led by certified Microsoft training partners

[SEE OFFER DETAILS](#)

[CONTACT SALES](#)