WESTCOAST CLOUD
Powered by ALSO

ALSO GROWTH FACTORIES: WHAT YOU NEED TO KNOW

Learn how to take your events to a higher level while minimising time and effort

BECOME THE HOST WITH THE MOST

Events are a great way to create new end-customer opportunities and cement yourself as the Microsoft expert you are. ALSO Growth Factories support your online and in-person Microsoft events with all the training, marketing and workshop resources you need to pull them off with ease. If that isn't reason enough, you can also receive funding once your event is complete.*

Let's get into it.

*EVENT FUNDING AT A GLANCE

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

Funding provided only with submission of a Proof of Execution (POE) including a full list of attendees by 30 November 2026. No extension can be granted. If POE is not provided by this deadline, funding will not be granted.

WHAT IS A GROWTH FACTORY?

Simply put, ALSO Growth Factories are off-the-shelf event programmes for specific Microsoft topics that Partners can adapt and run. Partners of all experience levels can use the campaign-in-a-box content to easily market and host their own Microsoft-themed online or in-person events – exploring solutions like Azure, Copilot, BizApps and beyond.

ALSO Growth Factories give you expertly prepared event frameworks, customisable resources aimed at your end customers, pre-event support from the ALSO team and, until 30 November 2026, the chance for up to £3,000 of event funding.*

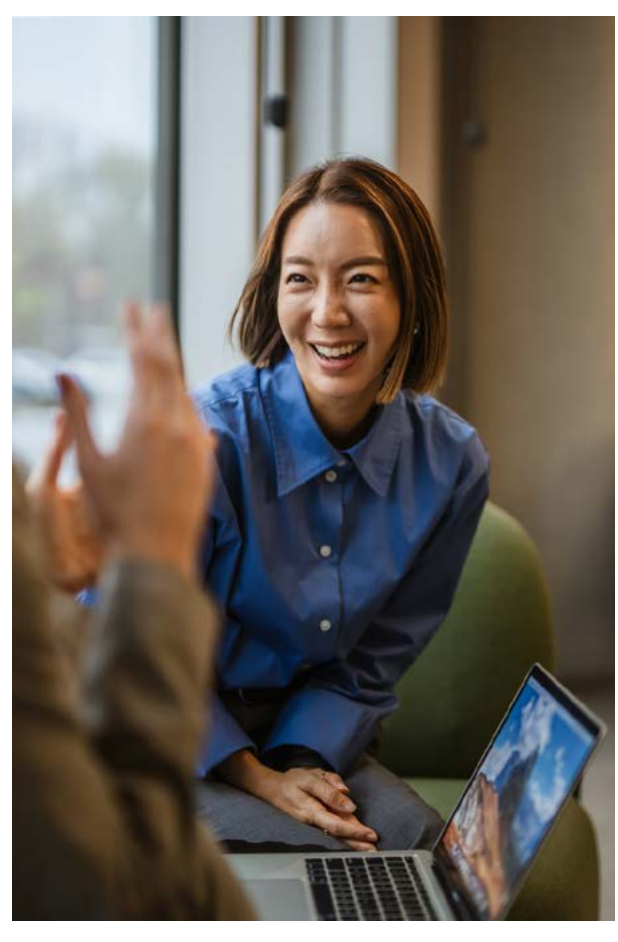
To keep things simple, each solution's resources are all neatly packaged in workshop kits. These pre-prepared resources for enterprise, SMB, nonprofit and other audiences help you save on prep time, so you can focus on delivering your ideal workshop.

WHAT'S IN IT FOR YOU?

ALSO Growth Factories are designed to give Partners structure, confidence to act and additional materials that save time as you build your campaign and event. You can count on:

- An established and repeatable framework for online and in-person events
- Customisable, Microsoft-branded workshop and marketing materials for end customers
- Expert guidance and funding for planning, promotion and execution
- The chance of trainer and additional marketing support

With ALSO Growth Factories on your side, you've got the backing to kick your events up a notch, taking them from customer education session to a measurable commercial opportunity. You'll be better equipped to engage with leads, encourage existing customers to close the deal on upgrades and improve your credibility as a Microsoft advisor.



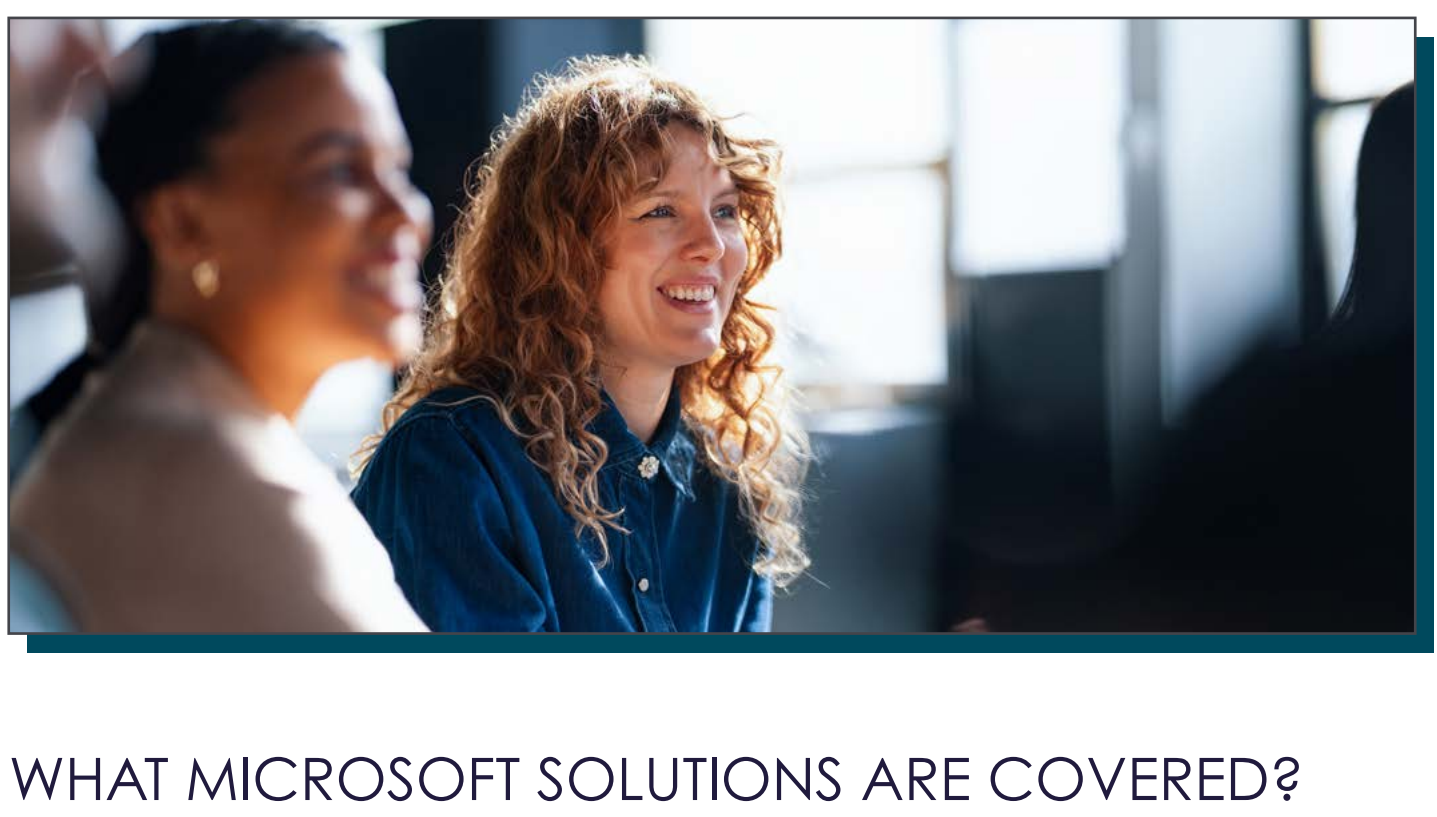
WHAT'S IN IT FOR YOUR END CUSTOMERS?

Of course, it doesn't matter how amazing your event is if customers don't know why they should come. Here are a few reasons to give them:

1. **SEE THE TECH IN ACTION**
   Go beyond the sales pitch with practical demos and real-world examples showing what Microsoft solutions can actually do for your customers.

2. **GET ANSWERS TO THEIR BIGGEST BUSINESS CHALLENGES**
   Offer a practical path towards your customers' goals – whether it's moving to Azure, boosting productivity with Copilot, automating with BizApps or defending data with Microsoft Security.

3. **LEAVE KNOWING WHAT TO DO NEXT**
   Give customers actionable ideas and best practices they can take back to their business, letting you continue the conversation.



WHAT MICROSOFT SOLUTIONS ARE COVERED?

There are ALSO Growth Factories to support a wide range of events, with content dedicated to specific solution areas. This focused approach makes it easier to reach different audiences with targeted messages and areas of interest. If you're a reseller looking to grow a particular area of the Microsoft stack, it also lets you put more of your efforts where they'll count.

To be eligible for funding, choose one of these four options:

AZURE CUSTOMER ADDS FACTORY

Bring new customers into the Azure ecosystem with an event on secure cloud migration and modernisation.

BIZAPPS IMPLEMENTATION FACTORY

Show what makes Dynamics 365 and Power Platform the perfect tools for simplifying processes, automating repetitive work and making data-driven business decisions.

MICROSOFT 365 COPILOT FACTORY

Demonstrate how Copilot can help all kinds of audiences save time and stress with smarter, more secure workflows.

SECURITY FACTORY

Start or extend security conversations by helping customers understand their specific risks – and what Microsoft 365 Security can do to support safety and compliance.

PLAN THE PERFECT CAMPAIGN WITH ALSO

Don't worry, we're not just handing you the tools with no tips on how to use them. ALSO experts are on hand to help you choose the right Growth Factory and make the most of the materials.

EXPLORE THE CAMPAIGNS ON OFFER

Visit the ALSO Growth Factories hub to see the full list available.

EXPLORE THE ALSO GROWTH FACTORIES HUB

READ THE STEP-BY-STEP GUIDE

Before you run your campaign, read our step-by-step guide to launching your own Growth Factory event. Then you'll know exactly what's required of you, from planning to Proof of Execution.

READ THE STEP-BY-STEP GUIDE

BOOK A CALL WITH ALSO

Once you're clear on what's required, you're ready to speak to an expert. To get in touch, simply visit the hub and select 'Book a call' under the Growth Factory you wish to engage with.

BOOK A CALL

IMPORTANT: If you submit your Proof of Execution by 30 November 2026, you may earn up to £3,000 to reimburse your event, subject to Proof of Execution. Check out the top of the document for funding specifics. To find POE guidance and start your submission, visit the hub and select 'Submit Proof of Execution' at the top of the page.

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