
Event Emails Explained



Best Practices & Example Copy

for

Event Registration, Confirmation, Reminder, & Follow-up Emails

Email is a great channel to connect with your event registrants. Through email, you can inform them of important event details, as well as send them additional content and information about your business.

Whether you are hosting an event to help generate new business, or simply to get your current customer base together for a discussion, email is a critical tool for all event hosts.

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Registration Email

In your registration / invitation email, clearly explain what the event that you are hosting is about. Give readers a quick overview of the value they will get from attending, as well as important event details. Send an invitation as soon as the date is set for your event so your potential registrants can start planning.

Example Copy:

Hello Susan,

Have you ever wanted to meet up with thousands of other marketing and sales professionals from around the globe? INBOUND delivers just that, inspiring and educating thousands each year. Not only will you learn the latest marketing tactics, you will also create the connections needed to transform your business for the digital world.

Join us from September 15th through September 18th in Boston for our largest INBOUND event yet!

Sign up now and receive an early bird discount. Use code EARLYBIRD. Offer expires (date). Know a marketer who would benefit from INBOUND? Share with them and receive an additional 10% off!

Best,
Amanda

Confirmation Email

In the first sentence, thank people for signing up, and remind them of what they signed up for. Include event details, a hashtag for the event, and an additional piece of content related to the event.

Example Copy:

Hello Susan,

Thank you for registering for our INBOUND conference! We are looking forward to seeing you there and sharing our inbound marketing content with you.

Event details:

When: September 16th- 19th, 2014

Where: Boston Convention and Exhibition Center

Address: 415 Summer St. Boston MA 02210

Hashtag: INBOUND14

In the meantime, check out our guide on how to network at events without be awkward!

We look forward to seeing you there.

Best,
Amanda

Reminder Email

Send a reminder email at least one week before your event and the day before your event. Include important information necessary for attendees, including time and location, agenda, directions, and other necessary information.

Example Copy:

Hello Susan,

INBOUND is only one week away! We hope you are getting excited for the event.

Check out our Agenda at a Glance:

Monday:

9-11am: Registration

11-4pm: Sessions

4-7pm: Dinner and networking

(For the full agenda and printable version, please [click here](#).)

How to get to the event:

Address - 451 Summer St. Boston MA 02210

By car – Give them quick directions

By train – Tell them what stop is closest to your event

Parking information:

There is ample parking at the convention center for \$25 a day.

We look forward to seeing you there!

Best,
Amanda

Follow-up Email

A follow-up email is critical after an event. We suggest segmenting your audience to personalize your email. Send one email to those who attended, and one to those who signed up, but did not attend. Send both groups important follow up information, such as content that is available post-event, and links to where they can sign up for your next event!

Example Copy: Attended Event

Hello Susan,

Thank you so much for attending INBOUND last week! We enjoyed having you there. As promised, here is a link to all the sessions from last week. Feel free to view them at anytime here:

[View Session Recordings](#)

Save your seat for next year's INBOUND conference now, and save 50%! Use code INBOUND14. [Sign up here.](#)

Best,

Amanda

Example Copy: Missed Event

Hello Shawn,

We are sorry we missed you at INBOUND last week! Even though you were not able to attend, we would like to share with you a link to all the sessions from last week. Feel free to view them at anytime here:

[View Session Recordings](#)

Save your seat for next year's INBOUND conference now, and save 50%! Use code INBOUND14. [Sign up here.](#)

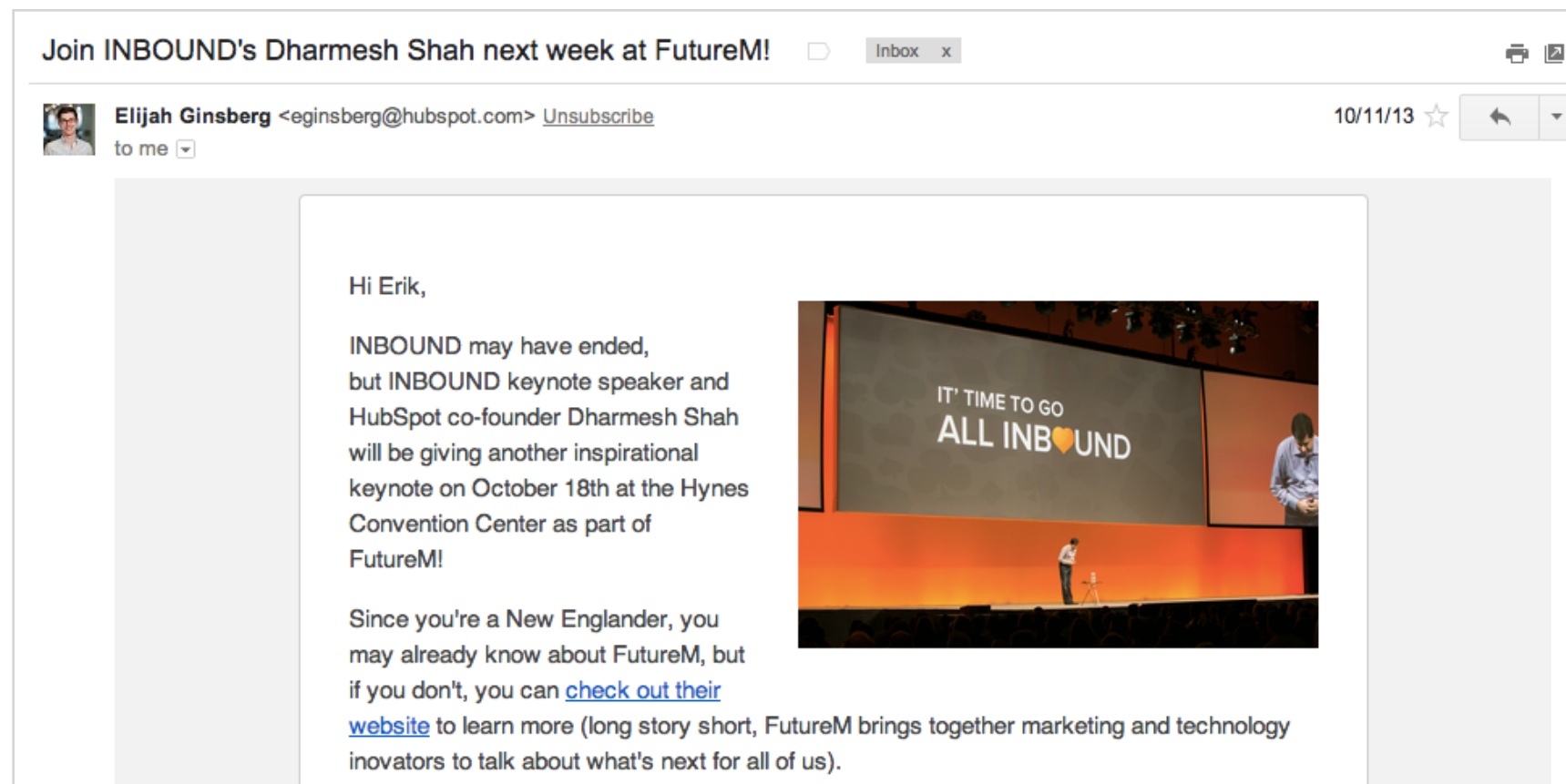
Best,

Amanda

Lead Nurturing

A nurturing email will go out to all the people who have registered to tell them more about your company and product. This could also be used post-event, to get them to convert on something else.

For example, HubSpot often sends out a lead nurturing email to anyone who attended our event, INBOUND, to teach them more about how our product could help them use the information they learned at INBOUND to succeed.



Remember, don't flood your registrants inbox with emails. Send one, maybe two emails over the course of a few weeks with relevant content to the topic of the event.

Event Emails Explained



Best Practices Checklist

- ☐ Let people know what you are referring to in the subject line.
- ☐ Keep the main message and call-to-action above the fold in the email.
- ☐ Use your logo or the event logo in the upper left hand side.
- ☐ **Link to the event sign-up page or information page in all emails.**
This way, registrants won't have to go back and look for an old email in the case that they cannot remember the registrant link.
- ☐ **Do not spam people with your emails.**
Only email people who are already in your database and have opted-in to communication from you.

Want an in-depth look at email marketing? Check out [HubSpot's ebook](#) on email marketing and get all the advice you need!