



# Brazen Emails: Reaching Out to Your Participants



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# Participant Emails

## Overview

Great! You successfully created an event. That means, you're done, right?

Not so fast -- spreading the word and marketing your event in the right channels and to the right people is essential to the success of your event. Luckily, Brazen is here to help.

To that end, Brazen helps increase your event attendance through a series of automated event reminder emails to registrants. Participants will receive an email when they initially sign up for an account and again when they've fully registered. They will also receive four additional emails reminding them to attend the event. All six emails and content are included below.

## Email Settings

Email settings can be managed for each event in Control Center. Simply navigate to your event, navigate to "Settings" and click on "Emails."

You have the option to choose the "from name" and "reply-to address" for your event email reminders. These emails will be sent from "no-reply@brazenconnect.com," but you can customize the name of the sender. By default, all emails from your existing templates and events will be sent from "Brazen" and "no-reply@brazenconnect.com."

# Participant Emails

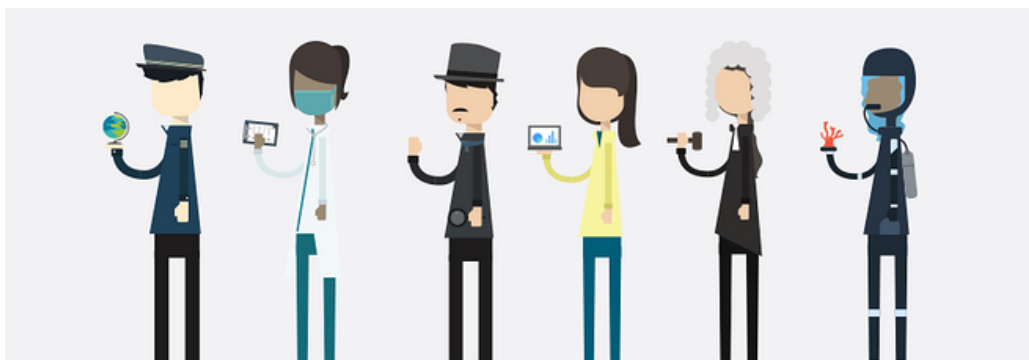


The screenshot shows a form with two main sections. The first section is labeled 'From Name' with a red box around the label and an arrow pointing to a text input field. Below the input field is the text 'The sender's name for all automated event emails.' The second section is labeled 'Reply Email' with a red box around the label and an arrow pointing to a text input field. Below the input field is the text 'Replies and questions from automated emails will be directed to this address.'

This provides you with increased flexibility to choose who your emails are sent from (e.g. your university or company name) and where all replies and questions from automated emails will be sent to.

The settings you choose will impact the following automated emails: registration confirmation, participant reminders and post-event survey. Additionally, these settings will carry over to the automated emails sent to Representatives and Booth Owners of your events.

Keep in mind, when you create a new template, the "from name" is set to your account's name. The fields are transferred when an event is created from a template, when a template is applied, and when a template is created from an event.



# Participant Emails

## Participant Emails Include:

- Account Verification Email
- Registration Confirmation Email
- 1 Week Reminder
- 24 Hour Reminder
- 2 Hour Reminder
- Mid-Event Reminder
- Post Event: Survey/Follow Up



## Customization

You have the option to fully customize your **Registration Confirmation Email** in Control Center. Simply choose your event, navigate to Settings >> Emails and choose the subject line and email copy for the body of your email.

☒ Send event registration confirmation email ?

**Subject \***  
Thank You for Registering for \*[eventTitle]\*

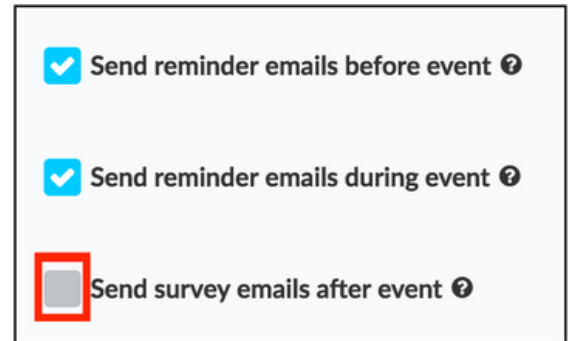
**Body \***  
Thank you for registering for \*[eventTitle]\*, scheduled for \*[eventStartDayOfWeek]\*, \*[eventStartMonth]\* \*[eventStartDayOfMonth]\* at \*[eventStartTime]\*.  
  
After signing in on the specified date and time, you'll be able to chat 1-on-1 with other attendees. Your connections and chat transcripts will be saved and are accessible in your history.

# Participant Emails

Please note: the reminder emails and post event survey email are not currently customizable in the Brazen platform. You can choose to either use [Brazen's Event Participant Survey](#) or create your own survey.

Learn more about custom surveys [here](#).

If you prefer to send your own reminder emails instead, you have the option to disable the automated emails in Brazen. In Control Center, choose the event you wish to disable emails for, then navigate to Settings >>Emails. Simply un-check the boxes next to the email type you would like to disable.



<input checked="" type="checkbox"/>	Send reminder emails before event ?
<input checked="" type="checkbox"/>	Send reminder emails during event ?
<input type="checkbox"/>	Send survey emails after event ?

The email types are as follows: event registration email, reminder emails before your event, reminder emails during event and survey emails after an event.

Unless, you plan to send your own branded emails, we **highly recommend that you do not disable these emails**. They are a great way to engage your audience directly from the point they registered for an event to attending your event. Plus, sending event reminder emails helps to increase your overall attendance rate.

# Account Verification Email

*Trigger: Upon Signing Up for a Brazen account*

**New Message** — ↗ ✕

**Recipients** Sign-Ups

**Subject** Verify Your Email Address

Hi **[Participant's Name]**,

We just need to verify your email address before you can continue using Brazen. Verifying your email address helps secure your account.

**VERIFY YOUR EMAIL**

Can't verify your email by clicking the button? Copy and paste this URL into your browser to verify your email: **[Verify Your Email Link]**

Need help? Visit <https://support.brazenconnect.com>

-Team Brazen

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**[Bolded Text]** indicates customizable text  
(e.g. first name, event start time, event URL, etc.)

# Registration Confirmation Email

*Trigger: Upon Registering for An Event*

**New Message** — ↗ ✕

**Recipients** Registrants

**Subject** Thank you for registering for [Event Name]

Thank you for registering for [Event Title], scheduled for [Event Start Day Of Week], [Event Start Month] [Event Start Day Of Month] at [Event Start Time].

After signing in on the specified date and time, you'll be able to chat 1-on-1 with other attendees. Your connections and chat transcripts will be saved and are accessible in your history.

Ready to attend? Log in here: [Event Login Url]

Questions? Contact us anytime at <https://support.brazenconnect.com>.

Happy Chatting!

Questions about the chat platform? [FAQs](#), [support](#) and [how-to tips](#).

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A | [Paperclip Icon] | [Folder Icon] | \$ | [Camera Icon] | [Link Icon] | [Smiley Icon]

Saved [Trash Icon] | ▾



# Event Reminder: One Week Email

*Trigger: 7 Days Prior to An Event*

**New Message** — ↗ ✕

**Recipients** Sign-Ups & Registrants

**Subject** Next [Event Day of Week]: [Event Name]

[Event Title] is only one week away!

On [Event Date/Time] [log in from any device to chat 1-on-1](#).

- Pro Tip: Make the most of your timed chat. Prep an introduction and questions beforehand, so you can spend less time typing and more time making meaningful connections [More Pro Tips](#).

Chat with you on [Event Day]!

Questions about the chat platform? [FAQs, support and how-to tips](#).

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# Event Reminder: One Day Email

*Trigger: 24 Hours Prior to An Event*

**New Message** — ↗ ✕

**Recipients** Sign-Ups & Registrants

**Subject** Event Tomorrow: [Event Name]

[Event Title] is tomorrow!

When you're ready, [log in](#) to attend the live event on [Event Date/Time]. You can join from your mobile phone, computer or tablet to chat 1-on-1.

- Pro Tip: Most chats last around 10 minutes, so don't worry if you join the event late. There will be plenty of time to make meaningful connections. [More Pro Tips](#).

Chat with you tomorrow!

Questions about using the chat platform? [FAQs, support and how-to tips](#).

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# Event Reminder: 2 Hours Email

*Trigger: 2 Hours Prior to An Event*

**New Message** — ↗ ✕

**Recipients** Sign-Ups & Registrants

**Subject** Starts in 2 Hours: [Event Name]

[Event Title] starts in 2 hours at [Event Time] today!

When you're ready to attend today's live event, [log in](#) from your mobile phone, computer or tablet to chat 1-on-1.

- Pro Tip: Need to join late? No problem! Most chats last around 10 minutes. [More Pro Tips.](#)

Chat with you shortly!

Questions about the chat platform? [FAQs, support and how-to tips.](#)

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## Event Reminder:Mid-Event Email

## Trigger: 1/3 of Time Through An Event

New Message

Recipients

Sign-Ups & Registrants Who Have Not Signed In

Subject

Happening Now: [Event Name]

[Event Title] is happening now!

Login now to attend today's live event. Most chats last around 10 minutes, so there's still plenty of time to make meaningful connections.

Happy chatting!

Questions about the chat platform? [FAQs, support and how-to tips.](#)

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# Post Event Follow Up/Survey

*Trigger: 15 Minutes After An Event Ends*

**New Message** — ↗ ✕

**Recipients** Attendees

**Subject** Thank you for attending our online chat. We want to hear from you!

Hi there,

Thank you for attending [Event Title]!

We want to know what you think! Feedback enables us to improve your experience and better meet your needs. We created a quick, anonymous survey. [Please take two minutes to let us know what you thought about the online chat session.](#) We read each and every response.

Thank you!

Questions or comments? Email us anytime at [events@brazen.com](mailto:events@brazen.com).

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*Looking for more helpful resources?*

Check out [success.brazenconnect.com](https://success.brazenconnect.com) for tips and best practices on how to get the most out of your account.



We hope you enjoyed this resource, and we look forward to helping you facilitate valuable new relationships through chat.

Be Brazen,  
The Brazen Team

Check Out Our  
Success Site

Schedule My  
Next Event

