

# 7 Exceptional Event Email Templates for Driving Attendee Engagement



SPOTME

# TARIFFNE

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# #1 Early Bird Registration Email

Jump-start your event registration by offering a discount for registering early.

## HERE'S AN EXAMPLE...

### **Subject Line:**

We've all got supply chain issues. Let's fix them.

### **Email:**

Hi Becca,

The pandemic has challenged us all, but as logistics professionals, we've had a special burden to bear. That's why we've built SHIP22 to ignite innovations in the ways we've managed supply chain operations.

We're bringing together the brightest minds in the industry to discuss common challenges and the out-of-the-box solutions we've come up with, and we want you to join us.

### **CTA:**

REGISTER NOW FOR AN EARLY BIRD DISCOUNT



### **Keep in mind...**

People like those who are like them. Pull from surveys and buyer personas for data-backed information about what makes your audience tick. Set your event up for success by establishing that like-mindedness early on.

# Early Bird Registration Email

## HERE'S YOUR TEMPLATE

**Subject Line:**

[SHARED PAIN POINT/INTEREST YOU HAVE WITH YOUR AUDIENCE. WHAT DO YOU HAVE IN COMMON?]

**Email:**

Hi [NAME],

[WHAT YOU HAVE IN COMMON WITH YOUR AUDIENCE] +  
[HOW THAT CONNECTS TO THE PROGRAMMING YOU'RE CREATING] + [WHY DO YOU SPECIFICALLY WANT THE RECIPIENT TO COME].

**CTA:**

EARLY BIRD DISCOUNT

# #2 Registration Email

Drive audience registration for a robust event that will have everyone talking.

## HERE'S AN EXAMPLE...

### **Subject Line:**

Ryan, Network with 50k Marketers at ADCON

### **Email:**

Hi Ryan,

50,000 marketers have already registered for ADCON.

They're coming to network, stay sharp on the latest practices in digital marketing and make new strategic connections.

Don't miss your chance to find your next mentor, your next career opportunity or your new cross-promotional partner. It's all happening at ADCON.

### **CTA:**

REGISTER NOW



### **Keep in mind...**

People are more likely to join your event if others are doing it. Use your registration numbers to attract new attendees. You know, the good old "If you build it tell them everyone else is coming, they will come" approach.

# Registration Email

## HERE'S YOUR TEMPLATE

### Subject Line:

[NAME] [# OF REGISTRANTS] Will Be Coming to [EVENT]

### Email:

Dear [NAME],

[# OF REGISTRANTS] have registered for [EVENT].

They're coming to [SPECIFIC "JOBS" AUDIENCE SEGMENT MIGHT DO AT EVENT].

Don't miss your chance to [SOLVE PAIN POINT] at [EVENT].

### CTA:

REGISTER NOW

# #3 Last-Minute Registration Email

Approaching deadlines are almost always the best time to use scarcity messaging.

## HERE'S AN EXAMPLE...

### **Subject Line:**

It's the Last Day for Early Registration

### **Email:**

Dear Ira,

Today is the last day for Early Registration. Don't miss your chance to save 15% on FOODCON!

Industry leaders will be coming together at FOODCON to share cutting-edge technologies, food science innovations, and advancing our global food system.

After today, prices will go up. Register today for the lowest cost of admission.

### **CTA:**

REGISTER NOW



### **Keep in mind...**

People are drawn to scarcity. You know when it's best to let your audience know that it's almost too late to get their tickets? When it's almost too late.

# Last-Minute Registration Email

## HERE'S YOUR TEMPLATE

### Subject Line:

It's Your Last Day to Register for [EVENT/DISCOUNT PRICING]

### Email:

Dear [NAME],

Today is the last day for [EVENT/DISCOUNT PRICING]. Don't miss your chance to [SAVE ON EVENT/REGISTER FOR EVENT].

[VALUE PROP FOR YOUR EVENT... WITH A LITTLE SPICE FOR FLAVOR].

[SCARCITY MESSAGING]

### CTA:

REGISTER NOW

# #4 Welcome Email

Send a follow-up email after registration to welcome your attendees into the fold.

## HERE'S AN EXAMPLE...

### **Subject Line:**

You're Now Registered for IMAGINING. Now what?

### **Email:**

Dear Janine,

Thank you for registering for this year's IMAGINING conference. We're excited to bring you a week of world-class programming.

To help you get the most out of your IMAGINING experience, we've put together some robust resources:

- The Complete Guide to "Event Chat" Networking
- Top Industry Trends for 2022
- Planning Your Event Schedule for Maximum ROI + fun

### **CTA:**

CHECK OUT MORE IMAGINING RESOURCES



### **Keep in mind...**

People are wired for reciprocity. Share resources. Provide tools. Offer preview events. Put your content marketing to work. Give what you want to receive.

# Welcome Email

## HERE'S YOUR TEMPLATE

**Subject Line:**

Thank You for Registering for [EVENT]

**Email:**

Dear [NAME],

Thank you for registering for [EVENT].  
[THANK YOU/EVENT VALUE PROP]

[CONTENT OFFERING].

**CTA:**

CHECK OUT OUR RESOURCES

# #5 Speaker Announcement Email

Marquee speakers deserve marquee promotion.

## HERE'S AN EXAMPLE...

### Subject Line:

Lauren Martin Breaks Down Perfume at BEAUTY22.

### Email:

Hi [NAME],

Lauren Martin, the world's preeminent perfume chemist will be breaking down the connections between scent and memory at this year's BEAUTY22 in her keynote address, "What's Scent Got to Do With It?"

Over the past decade, Martin has created 5 of the world's top-selling perfumes. "I've always been interested in how scent evokes memories and feelings. In my 20+ years of research, I've developed a set of best practices for creating an 'olfactory time machine' using fragrance," Martin says.

Join us to discover the "secret ingredient" to Martin's success.

### CTA:

[LEARN MORE](#)



## Keep in mind...

People respond to experts. Leverage the expertise of your speakers. Use quotes if you've got them. Ask speakers to write emails announcing why their chosen topic is important to them, if possible, or try to get their approval to ghostwrite it.

# Speaker Announcement Email

## HERE'S YOUR TEMPLATE

### Subject Line:

[Speaker] [ADRESSESS TOPIC] at [EVENT]

### Email:

Hi [NAME],

[SPEAKER], [MAIN SELLING POINT] will be addressing [EVENT] on [DATE] and [TIME]. You won't want to miss this invigorating [EVENT TYPE] on [TOPIC].

[WHAT MAKES YOUR SPEAKER AN EXPERT] + [JAZZY SPEAKER QUOTE]

Join us to [WHAT YOUR AUDIENCE WILL GAIN FROM THE EVENT].

### CTA:

LEARN MORE

# #6 Post-Event Engagement Survey Email

It's time to find out how you did.  
Don't miss your shot at invaluable feedback.

## HERE'S AN EXAMPLE...

### **Subject Line:**

Help Design Next Year's Event

### **Email:**

Dear [NAME],

You're at the center of everything we do. We hope you loved the Annual Event. We aimed to design 2 days of knock-out programming that helped you feel inspired, connected, and empowered.

Did we hit the mark?

We'd love it if you could take a hot second to complete our post-event survey. This will help us decide what worked and what didn't—so we know what to nix and what to double down on next year.

Thank you for helping us design next year's Annual Event.

### **CTA:**

COMPLETE THE SURVEY



### **Keep in mind...**

People are wired for reciprocity. Give your attendees the chance to let you know how they think you did and what they want more of or less of in the future. And then take that advice, if it makes sense.

# Post-Event Engagement Survey Email

## HERE'S YOUR TEMPLATE

**Subject Line:**

Help Design Next Year's [EVENT]

**Email:**

Hi [NAME],

[CONNECTION STATEMENT / EVENT RECAP]. We hope you loved [EVENT].

[RECAP OF YOUR EVENT GOALS].

Did we do it?

Please help us make next year's [EVENT] even better by filling out the [SURVEY]. It takes about [TIME] to complete and will help us design next year's programming.

**CTA:**

COMPLETE THE SURVEY

# #7 Post-Event Early Bird Registration Email

Strike while they still remember how good this year's event was.

## HERE'S AN EXAMPLE...

### Subject Line:

So Good We've Got to Do It Again Next Year

### Email:

Dear Raj,

"Thank you so much for making STYNE a big success! Last week was filled with insight, inspiration, and more than a few surprising laughs, and it had us thinking, "We've got to do this again next year."

You, too?

Register for next year's STYNE now and we'll give you regrettably low discount. What can we say? We've got the warm and fuzzies after a week spent surrounded by some of the most innovative minds in industry.

Don't delay. This too-good-to-miss registration deal will only last for 48 hours.

### CTA:

REGISTER NOW



### Keep in mind...

People are more likely to attend if they've previously committed to your event. Maximize conversion rates by having them commit again, while their memory is fresh.

# Post-Event Early Bird Registration Email

## HERE'S YOUR TEMPLATE

### Subject Line:

Still Thinking About [EVENT]? Register Now and be the Earliest Bird

### Email:

Dear [NAME],

Thanks for attending [EVENT]. [EVENT HIGHLIGHTS]

We're so excited about [NEXT YEAR'S EVENT] that we've decided to offer [EARLY BIRD REG OPTION].

Register now for [EARLY BIRD DEAL DETAILS]. This offer won't last long. [WHEN IT ENDS]

### CTA:

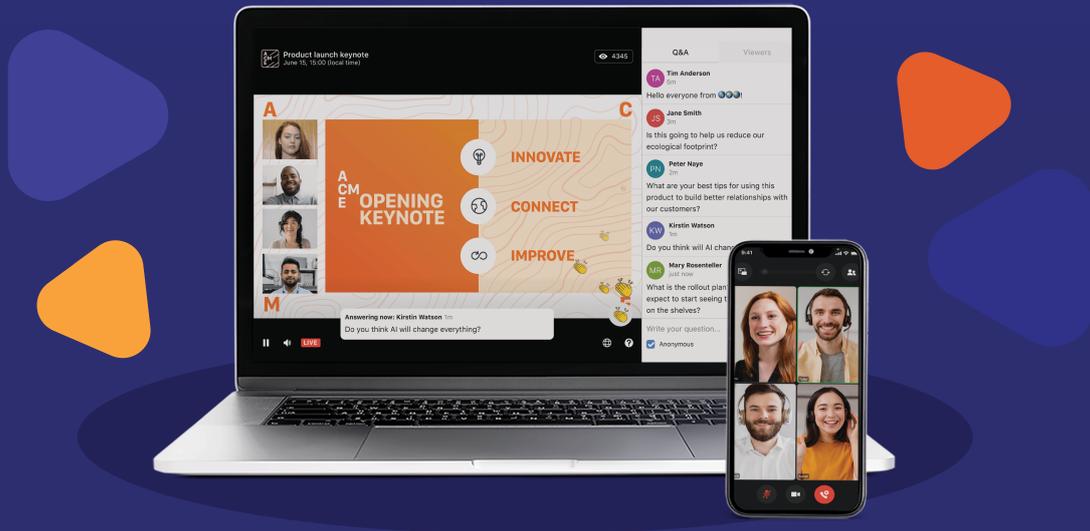
REGISTER NOW

And that's a wrap! Good luck with creating a wildly successful event-marketing email campaign. Check out [SpotMe Express](#) if you want to host branded webinars with interactivity and engagement in a modern web and mobile experience. 

**SPOTME EXPRESS**

# Your Webinar. Your Brand.

Webinar is the voice of your brand with a one of a kind first impression.



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## SCALE

Host unlimited webinars with up to 5,000 viewers and with enterprise-grade security and compliance.



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Enhance the buying journey with CRM and marketing automation. Your data. Your workflow.

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Our global support team is available 24/7 and replies within 5 minutes.

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Host events with audience insights, lead generation, event data and ROI.

Engage in a conversation with your audience starting today and build a trusted relationship.

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