



AISSMS

INSTITUTE OF INFORMATION TECHNOLOGY

ADDING VALUE TO ENGINEERING

Affiliated to Savitribai Phule Pune University (ID No. PU/PN/ENGG/124/1998)

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Celefiesta



Cold Emailing

An Experience You Will Never Forget

Rule Book:

Description:

A cold email is an unsolicited e-mail that is sent to a receiver without prior contact. It could also be defined as the email equivalent of cold calling. Cold emailing is a subset of email marketing and differs from transactional and warm emailing.

Writing a cold email is easy. That's what people think – I mean the people who never tried writing one. It's not easy for many reasons, but especially because we have to remember about so many things at once while writing it. Actually, we have to remember about at least 10 things. I call them the Golden Rules of Cold Email.

Rules:

- 1. Keep it simple.*
- 2. Make an excellent first impression.*
- 3. Don't forget the content.*
- 4. Make it valuable.*
- 5. Know your addressee.*
- 6. E-certificates will be provided to all the participants.*
- 7. If we found any plagiarism contestant will be disqualified.*
- 8. In case of any queries, feel free to contact the event heads.*

Judging criteria : T&P Department and committee are going to assess you emails.

Note: Judging will be unbiased

Registration link: <https://forms.gle/f65mJKtG2LozefUG7>

Whatsapp group link:

<https://chat.whatsapp.com/F7tTzVyqVbs1puecxefAy0>

NOTE : Submit your mails at
cesa.technical.team@gmail.com

Event Date : Starting from 4rd September 2022

Time: Till Monday 12:00 am.

Event Venue: Online

Price:

1st Price: 300 INR

2nd Price: 200 INR

Entry fee: Free for all

Event Coordinators:

1. Atharva Tirkhunde: 8625015833
2. Swayamsiddha Mane Deshmukh: 8432210999

All the best... 