In-Person

Email Templates

|  | Pre-event emails | | | Post-event emails |  |
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# Invitation Email

**Subject Line A:** Introducing: Master the Art of Event Marketing

**Subject Line B:** [RSVP Now] Master the Art of Event Marketing

**Custom preview text:** Write a sentence of 140 characters or fewer to support your subject line text.

Hi [First Name],

Do you struggle to keep up with event marketing trends? Pellentesque mattis eu massa quis dignissim. Vestibulum elementum elementum turpis id varius.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

***CTA:*** Register Now

At *Master the Art of Event Marketing* on January 1, 2027, at 9 am ET, you’ll learn:

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* Lorem ipsum dolor sit amet, consectetur adipiscing elit
* Lorem ipsum dolor sit amet, consectetur adipiscing elit

Can you make it? We hope so. See you there!

Sincerely,

[Name]

# Invitation Follow-Up

**Email Inclusion Lists:** Anyone who hasn’t RSVP’d

**Email Exclusion Lists:** Anyone who has RSVP’d

**Subject Line A:** Exclusive invite: Master the Art of Event Marketing

**Subject Line B:** Don’t miss your chance: Master the Art of Event Marketing

**Custom preview text:** Write a sentence of 140 characters or fewer to support your subject line text.

Hi [First Name],

In-person events are back! If you’re excited as we are, you’re not going to want to miss our upcoming event, *Master the Art of Event Marketing*.

You’ve probably been asking yourself the following questions:

* Aenean felis nunc, molestie a volutpat at, consectetur non ex?
* Maecenas massa nisl, ullamcorper eget elit et, pretium laoreet velit?
* Lorem ipsum dolor sit amet, consectetur adipiscing elit?

On January 1, 2027, at 9 am ET, the industry’s top experts will answer these questions and dive deeper into the topics at our in-person event, Master the Art of Event Marketing.

***CTA:*** Register Now

I hope you'll join us! Reserve a seat now.

Sincerely,

[Name]

# RSVP Confirmation

**Email Inclusion Lists:** Anyone who’s registered

**Subject Line:** Thanks for registering for Master the Art of Event Marketing

**Custom preview text:** Write a sentence of 140 characters or fewer to support your subject line text.

Hi [First Name],

Congratulations! Your registration to *Master the Art of Marketing* was successfully completed.

Visit the Agenda to prepare for the event.

Cheers,

[Name]

# 24-hour Reminder

**Email Inclusion Lists:** Anyone who’s registered

**Subject Line:** Don’t forget: Master the Art of Marketing is tomorrow!

**Custom Preview Text:** Mark your calendar, set an alarm, and get ready to learn how to hack your way to event marketing success.

Hi [First Name],

Are you ready? *Master the Art of Event Marketing* is tomorrow at 9 am ET / 2 pm PT!

Mark your calendar, set an alarm, and don’t miss your opportunity to learn how to hack your way to event marketing success.

***CTA:*** Get Ready

See you soon,

[Name]

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# Post-Event Attendee

*Note: Send fewer than 24 hours after the event ends.*

**Email Inclusion Lists:** Anyone who registered and did not attended

**Subject Line:** We missed you at Master the Art of Event Marketing

**Custom preview text:** Write a sentence of 140 characters or fewer to support your subject line text.

Hi [First Name],

Thank you for registering for our *Master the Art of Event Marketing*, where we featured a networking happy hour, interactive breakouts, and so much more.

We know that life happens, but we were bummed that you didn’t make it to the event. The good news is that you’ll be able to find some of the content available on-demand soon.

***CTA:*** Watch On-Demand

We hope to see you at our next event!

Sincerely,

[Name]

PS: Want to learn more about what we do? Let’s talk.

*If your event features an on-demand option for registrants, the following email will be helpful:*

# Post-Event Non-Attendee

*Note: Send fewer than 24 hours after the event ends.*

**Email Inclusion Lists:** Anyone who registered and did not attended

**Subject Line:** We missed you at Master the Art of Event Marketing

**Custom preview text:** Write a sentence of 140 characters or fewer to support your subject line text.

Hi [First Name],

Thank you for registering for our *Master the Art of Event Marketing*, where we featured a networking happy hour, interactive breakouts, and so much more.

We know that life happens, but we were bummed that you didn’t make it to the event. The good news is that you’ll be able to find some of the content available on-demand soon.

***CTA:*** Watch On-Demand

We hope to see you at our next event!

Sincerely,

[Name]

PS: Want to learn more about what we do? Let’s talk.