

“POLICY FORUM” PROMOTIONAL EDM CAMPAIGN – EXAMPLE STRATEGY & COPY

Audience: Policymakers, media, past delegates.

Objective: Increase registrations up from previous years’ Forums.

Strategy Overview:

Deploy a registration momentum curve with early bird incentives, speaker announcements, countdowns and ‘seats left’ counters, and final calls.

Create the feeling of an event that is both essential and accessible with audience-specific messaging, FOMO triggers, social proof and credibility, compelling content previews, smooth UX and accessibility, and value-adding extras like networking zones pre and post event.

Leverage press and partnerships with exclusive access to pre-briefing events to generate buzz, and encourage B2B cross promotions with a promo kit containing pre-styled assets, copy, and content calendars.

Strategy Detail:

1. Audience-Specific Messaging

- **Policymakers:** Emphasize influence, networking, and credibility. (“Be seen. Be heard. Be influential.”)
- **Press:** Highlight exclusive access, real-time stories, and transparency.
- **General stakeholders / professionals:** Position it as their chance to witness how decisions that affect them are made.
- Segment CRM mailing lists and tailor SUBJECT and OPENING lines accordingly.

2. FOMO (Fear of Missing Out) Triggers

- Feature a live counter or “X seats left” on the registration page.
- Send reminder emails with escalating urgency (“2 weeks left... 1 week left... final chance”).

3. Social Proof & Credibility

- Share quotes/testimonials from last year’s attendees (“Being in the room changed how I understood policy”).
- Highlight notable attendees already confirmed (with permission).

- Use speaker spotlights and drip-feed big names across your channels.
- Link back to thought-leadership articles expanding on Forum details, past events, speaker bios.
- Encourage cross promotion between speakers and organisations with tailored promotional packs contained approved assets, content calendars, et al.

4. Compelling Content Previews

- Release preview content of topics or panels – photos, videos, recorded audio conversations.
- Publish short video and audio snippets (30–60 sec) of speakers saying why they’re attending.
- Create a hashtag and episodic series over socials and email like “Policy Pulse” that invites quick takes on hot policy issues you’ll cover. Encourage respondents to ‘Join’ an exclusive newsletter list and create new opt-in marketing lists from hopefully new contacts not already in CRM.
- Encourage respondents to engage actively and comment with their opinions on the “Policy Pulse” account and associated web articles (heavily moderated). Release approved responses over EDM/newsletter content.

5. Leverage Media & Partners

- Offer the media an *exclusive briefing* pre-event to generate buzz.
- Encourage partners, think tanks, and associations to cross-promote the event to their networks.

6. Smooth & Frictionless Registration

- Keep registration form short (name, email, role, organisation).
- Allow “one-click registering” from email for return attendees.
- Offer a waitlist option once near capacity to builds urgency and projection for future audience.

7. On-the-Day Value

- Frame attendance as not just a conference, but **a front-row seat to policy in action.**
- Offer networking zones, press-only lounges, or special roundtables for policymakers.
- Regular updates to socials with photos, video content and commentary.

8. Post-Event Visibility

- Offer attendees a highlights brief and/or exclusive recordings after.
- Promote the idea: “If you’re not in the room, you’ll only be reading about it later.”

EDM Campaign Copy Examples

GENERIC DELEGATE INVITATION – NOT AUDIENCE SPECIFIC

[Subject line]:

Policy in Motion: Join Us at the 2025 National Policy Forum

[Header (in the email body)]:

Your Voice. Your Policy. Your Future.

[Body Copy]:

We are pleased to invite you to the **2025 National Policy Forum** on **Thursday, 23 October 2025, at Parliament House, 120 Federation Avenue, Canberra ACT.**

This year's Forum is committed to a central truth: *policy is shaped by those who have a voice*. Decisions that impact our economy, industries, and communities are not made in isolation. They are made in rooms like ours and by those who show up.

Attending the Forum gives you the rare opportunity to:

- **Witness policy-making in real time** as leading decision-makers debate the issues shaping our nation's future.
- **Engage directly with policymakers and thought leaders**, strengthening the bridge between policy intent and community impact.
- **Shape the conversation** by ensuring the perspectives of your sector are heard, acknowledged, and acted upon.

We are expanding this year's program to ensure more voices are at the table and we want to hear from you. Your presence will not only elevate the discussion but also ensure the policies crafted reflect the realities and needs of those most affected.

[Click-through to speaker vids & article about upcoming Forum]

Event details:

Date: Thursday, 23 October 2025

Venue: Parliament House, 120 Federation Avenue, Canberra ACT

Time: 9:00am – 5:00pm

Secure your place today. Registration is complimentary for accredited media and required for all delegates.

[Register Now]

Together, let's ensure that policy reflects more than theory—it reflects us.

We look forward to welcoming you.

[Signature Block]

[Name]

Director

[Contact Details]

TAILORED FOR POLICY MAKERS

[Subject line]:

Shape Policy Where It Happens: Join the 2025 National Policy Forum

[Header]:

Your Voice Shapes Policy. Be There to Influence.

[Body]:

We are pleased to invite you to the **2025 National Policy Forum, Thursday, 23 October 2025, at Parliament House, 120 Federation Avenue, Canberra ACT.**

Policy is determined by those who participate, speak up, and engage. This Forum offers a rare opportunity to **witness policy-making in real time**, hear debates on the issues that affect your sector, and ensure your perspectives inform outcomes.

By attending, you will:

- **Observe decision-making live**, understanding the factors behind policy development.
- **Engage directly with fellow policymakers and sector leaders**, building relationships that drive meaningful collaboration.
- **Ensure your voice contributes** to policies shaping your field and the broader community.

This year, we're expanding access to ensure even more voices influence the conversation.

[Click-through to speak bios & pics in article about upcoming Forum]

Your participation is essential.

Event Details:

Date: Thursday, 23 October 2025

Venue: Parliament House, 120 Federation Avenue, Canberra ACT

Time: 9:00am – 5:00pm

Register today to secure your place and shape policy with impact.

[Register Now]

We look forward to welcoming you and your insights to the discussion.

[Name]

Director

[Contact Details]

TAILORED FOR MEDIA ATTENDEES

[Subject line]:

Access Policy in Action: 2025 National Policy Forum

[Header]:

See Policy Being Made. Report the Story as It Unfolds.

[Body]:

You are invited to cover the **2025 National Policy Forum, Thursday, 23 October 2025, at Parliament House, 120 Federation Avenue, Canberra ACT.**

This Forum is where decisions that impact communities, industries, and the nation take shape—and we are giving the media an **exclusive window into the process**. Witness debates, discussions, and decisions as they happen, and report firsthand on the policy issues shaping Australia's future.

By attending, you will:

- **Gain real-time access to policy debates**, offering unparalleled story opportunities.
- **Meet policymakers and thought leaders**, enriching your coverage with insights straight from the source.
- **Bring transparency to policy-making**, giving your audience the chance to understand the decisions that affect them.

Event Details:

Date: Thursday, 23 October 2025

Venue: Parliament House, 120 Federation Avenue, Canberra ACT

Time: 9:00am – 5:00pm

Register now to secure media accreditation and ensure your front-row seat to the stories that matter.

[Register Now]

We look forward to welcoming you to report on the policies shaping our nation.

[Name]

Director

[Contact Details]

NEWSLETTER PROMOTIONAL COPY

[Header]:

Policy Doesn't Wait. Neither Should You.

[Body]:

The **2025 National Policy Forum** is only weeks away - **Thursday, 23 October 2025, at Parliament House, 120 Federation Avenue, Canberra ACT** - and registrations are filling fast.

This year's Forum is built on one principle: *policy is shaped by those who engage*.

Join us to:

- **Witness policy-making in real time** as decisions unfold.
- **Engage with policymakers, sector leaders, and media** on issues that matter most.
- **Ensure your perspective is part of the national conversation.**

Last year's Forum reached capacity. Don't miss your chance to be in the room where policy takes shape.

Date: Thursday, 23 October 2025

Venue: Parliament House, 120 Federation Avenue, Canberra ACT

Time: 9:00am – 5:00pm

[Register Now] to confirm your place.

Together, we'll ensure that policy reflects us and not just the theory.