

1. Save the date

Subject: Save the date, [Event name] is coming!

Dear [Guest name]

We're happy to inform you that on [Event date] we'll be hosting our [Event name] in [Location].

More details are yet to come, but what we can say for now is [any certain pieces of information about your event e.g. a key speaker confirmed his/her presence]

Be sure to mark [Event date] in your calendar! You can do it using this link [a Google Calendar or iCal link]

If you want to be up-to-date with all of our announcements, follow us on Facebook or Twitter [Your social media links]

Best,

[Your name], [Your job title] or [Event name] team

2. Invitation

Subject: [First name], join us at [Event name]

Hello [First name],

We would like to invite to this year's [Event name], which will take place at the [Venue & Location] on the [Event date].

Joining us you will have the opportunity attend talks by some of the top experts in [industry] such as:

- [Speaker 1] - [Talk 1]
- [Speaker 2] - [Talk 2]
- [Speaker 3] - [Talk 3]

You will also get the opportunity to [other benefits of attending your event: networking, business opportunities, special offer, valuable know-how,].

To register and confirm your attendance click the link below:

[Confirmation / Registration link]

Yours faithfully,

[Event name] team

3. Confirmation & thank you email

Subject: [Event name] registration

Hello [First Name]

Thank you for registering to this year's [Event name]. We will be happy to see you at the [Venue].

Attached please find a PDF with your ticket. You don't have to print it, you can have it on your smartphone, but you need to access it on site, so it's best to download it beforehand.

If you have any questions, please don't hesitate to contact us before or during the event.

Thank you for your time,

[Event name] team

4. Reminder (1-7 days before)

Subject: [Event name] is coming up soon.

Hi [First Name]

We just wanted to remind to about the upcoming [Event name] for which you have registered. Below please find all the necessary details regarding the venue and your ticket.

[Location of the venue, starting time, a QR ticket]

If you need anything or have any questions, please don't hesitate to ask

Looking forward to seeing you,

[Event name] team

5. Thank you & ask for feedback (1-3 days after)

Subject: [First name], thank you for being with us at [Event name]

Hi [First name],

We are really happy you attended this year's [Event name]. We'd love hear your feedback.

You can share your thoughts by clicking the link below.

[A link to a survey form]

We'd be most grateful for your insight.

Thank you in advance,

6. (optional) Next event

Subject: [First name], our new event is coming!

Hi [First name],

We are really happy that you have taken part in the previous edition of [Event name].

We hope it was a memorable and a worthwhile experience.

That's why we would already like to invite you to this year's [Event name] which will be held on [Event date].

Remember to save the date!

Thanks,

[Event name] Team,