**Banzai Email Template**

**MAKE A COPY AND SUBMIT TO CAMPAIGNS@BANZAI.IO**

*Customize the emails based on your brand, messaging, and event information.*

**Recommendations:**

* Draft 3 versions (email #1, email #2, and email #3)
* Test different subject lines
* Select a real person to send the email from ([this is done within the Banzai platform](https://help.getbanzai.com/s/article/Create-a-Sender-Profile))

**EMAIL #1**

Subject: You’re Invited: {{ customer }}’s {{ topic }} webinar

Hi {{ first\_name }},

You’re invited to an exclusive {{ topic }} webinar hosted by {{ customer }} at {{ time }} on {{ date }}.

The discussion will focus on {{ event details }}.

The webinar will last for {{ time }} and be led by experts from {{ speaker company #1 }} and {{ speaker company #2 }}  If you can’t make the live webcast, go ahead and register anyway and we’ll send you a recording!

Would you like to join, {{ first\_name }}?

[registration\_one\_click\_link]

[signature]

**EMAIL #2**

Subject: ICYMI - Invite from {{ customer }}

Hi {{ first\_name }},

You’re invited to a {{ event type }} hosted by {{ customer }} at {{ time }} on {{ date }}.

The discussion will focus on {{ topic }}. You’ll learn all about {{ topic details }}.

The event will last for {{ time }}. The discussion will be led by experts from {{ speaker companies }}. If you can’t make the live webcast, go ahead and register anyway and we’ll send you a recording!

Care to join, {{ first\_name }}?

[registration\_one\_click\_link]

[signature]

**EMAIL #3**

**Subject:** Last Chance to RSVP

Hi {{ first\_name }},

You’re invited to a {{ event type }} hosted by {{ customer }} at {{ time }} on {{ date }}.

The discussion will focus on {{ topic }}. You’ll learn all about {{ topic details }}.

The event will last for {{ time }}. The discussion will be led by experts from {{ speaker companies }}. If you can’t make the live webcast, go ahead and register anyway and we’ll send you a recording!

Can you make it, {{ first\_name }}?

[registration\_one\_click\_link]

[signature]