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VIRTUAL EVENT TOOLS, TEMPLATES & TRAININGS

Speaker Outreach Starter Email

Hello [SPEAKER NAME]

[INSERT PERSONAL CONNECTION/INTRO]

(Option if Direct Contact Is Unknown:)

My name is [INSERT NAME], [INSERT TITLE & ACCOLADES].

I'm reaching out to you today in regards to an online event I'm hosting, called the [EVENT NAME] in partnership with [INSERT PARTNER/SPONSOR].

The [NAME OF EVENT] is a [# OF DAYS] day online event that [EVENT GOALS/DESCRIPTION].

With over [# OF SPEAKERS] expert speakers on a variety of topics including: [INSERT 3-4 SESSION TOPICS], we're expecting the project to reach well over [EVENT PROMO REACH] and generate between [EXPECTED # OF ATTENDEES].

I want to personally invite you to join our Speaker lineup!

Immediately when we decided to start planning the event, I knew you would be perfect to speak about [PREFERRED SPEAKER TOPIC]. Personally, I think it aligns well with your [PRODUCT/SERVICE], but I'm definitely open to other topic ideas if you have something else in mind!

The live event will be [INSERT EVENT DATES] and currently, I'm lining up speakers to participate with a [TYPE OF SESSION].

If you think you might be interested in participating, read below for more details, or [click here to fill out our RSVP Form to confirm you're in!](#)

Guest Speaker Details

Participating in the [INSERT EVENT NAME] is easy and I know you'll have a blast with all the attendees during the live event. Your session would be [LIVE OR PRE-RECORDED] and we'll have a live chat box for you to engage with attendees during your scheduled time slot as well.

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- Type of Session Needed: (Screen share, slide deck, webinar, workshop...)
- Session Length: (Provide a preferred length for this type of session)

Promotion & Monetization:

We'll need your help to promote the event! So for all Speakers, we ask that you share the event with your friends, family, or followers in whatever way is most authentic! This can be done in stories, posts, website banners, or individual emails.

To make things as easy as possible and maybe so you can even delegate these easily to a team member, we will provide a variety of promotional graphics and content for you to use if you wish.

For this event, you will earn a 50% commission on all your referral sales, by using a special affiliate link we'll set up for you.

Okay, I know I covered a lot in this email, but I wanted to make sure you had all the information you needed to decide on whether this event will be a good fit for you to participate in!

I think that's all for now, but let me know if you have any questions or want to hop on a call to discuss the details.

Here Are Your Next Steps:

1. Confirm your participation by completing this Speaker RSVP form.
2. Mark the event dates on your calendar
3. Join the speaker's Facebook (or SLACK) community

Looking forward to working with,

[INSERT YOUR NAME]

[NAME OF THE EVENT]