

2024 Trends Webinar #1

Assignment

Jane, a program owner on the top-of-funnel (TOFU) side of the Hospitality Cloud (HC) Demand Gen team, is producing a 15-20 min webinar based on the 2024 trends eBook by the HC content team. (See the “Manuscript – 2024 Trends” attachment.) Create a compelling title for the webinar and the promotional copy. The webinar will cover only the first five trends in the eBook. (A future webinar will cover the other six trends.) BTagline: Meet the Moment.

LANDING PAGE	
Landing page header (56 characters)	Future-Proof Your Events: A Forecast for Hospitality Leaders Webinar [Insert date + time] CTA button: Register now
Body copy (2 paragraphs, ~360 words)	A key ingredient of success is the ability to adapt. In today’s post-pandemic environment, general managers must navigate the ever-changing sea of hospitality. Join us to hear what’s on the horizon for group business so you can better meet the moment and stay ahead of your competition. In this brief, quick-hitting webinar, you’ll learn about emerging industry trends, including: <ul style="list-style-type: none">● Increased environmental sustainability and what the means for your bottom line● Greater inclusivity and accessibility for guests and staff● Innovative, user-friendly technology to power your events and streamline operations Virtual seating is limited, so secure your spot today.

CTA button (to register for the webinar)	Register now

EMAIL #1	
PERSONA	<i>General Manager</i>
NARRATIVE	<i>Why they need to attend + what they'll learn</i>
From:	
Subject Line: <i>This is the most important part of your email. Be creative/focus on storytelling, not the product or the content they are getting, ~40-60 characters is a great length.</i>	You're Invited: Future-Proof Your Events Webinar
Preview Text: <i>Should be a teaser of what's inside that makes the user want to click (complimentary to subject line, ~50 characters)</i>	A 20-minute Forecast For Hospitality Leaders
Body Copy: <i>~150 words Call to action: Register for webinar</i>	<p>Hi [First Name],</p> <p>For group business, clear skies and sunny days are ahead, but general managers must navigate the ever-changing sea of hospitality to meet the moment.</p> <p>Join us to hear what's on the horizon so you can stay ahead of your competition.</p> <p>In this quick-hitting webinar, you will learn about emerging industry trends, including:</p> <ul style="list-style-type: none"> ● Increased environmental sustainability and what that means for your bottom line ● Greater inclusivity and accessibility for guests and staff ● Innovative, user-friendly technology to power your events and streamline operations <p>Virtual seats are limited, so secure your spot today.</p> <p>[link to landing page]</p>
Signature:	Keep Innovating,

EMAIL #2	
PERSONA	<i>General Manager</i>
NARRATIVE	<i>Recap of previous email + new value props / reasons for why they should attend</i>
Email Type: <i>HTML/Plain Text</i>	HTML
Email Banner Needed?	
From:	
Subject Line: <i>This is the most important part of your email. Be creative/focus on storytelling, not the product or the content they are getting, ~40-60 characters is a great length.</i>	Webinar at [time] EST: Future-Proof Your Events
Preview Text: <i>Should be a teaser of what's inside that makes the user want to click (complimentary to subject line, ~50 characters)</i>	Hear what 2024 has to say about group business.
Body Copy: <i>~150 words Call to action: Register for webinar</i>	<p>Hi [Name],</p> <p>Your job is a balancing act - a challenge when the world keeps shifting under your feet. Knowing how things are moving will help you meet the moment with grace.</p> <p>Join us to explore emerging trends in events and meetings so you can increase your ROI while keeping staff and guests satisfied.</p> <p>Register for this webinar to learn about:</p> <ul style="list-style-type: none"> ● Increased environmental sustainability and what that means for your bottom line ● Greater inclusivity and accessibility for guests and staff ● Innovative, user-friendly technology to power your events and streamline operations <p>Only a few virtual seats left, so sign up before it's too late.</p>

	[link to landing page]
Signature:	See you soon,