

Webinar in a Box Email Templates

Instructions:

Use the following email templates to invite your clients or prospects to your webinar and to follow up after the event.

- Each email template has a suggested timeline for when the email should be sent.
- Make sure to replace any field highlighted in yellow

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Invitation Email

Instructions: Email this invite out 2 weeks before your webinar

From name: [Insert Partner Name or Individual from your company]

From email: [Insert reply-to email of your choosing]

Subject Line: We're here to help you, attend our upcoming webinar!

Body:

Hi [insert first name],

With the rapidly changing economic environment, I want to help you stay agile and adapt your organization with confidence in these times.

I invite you to join my upcoming webinar, **Mobilize and Inspire your Talent During a Downturn** **[insert registration link]** on **[insert date & time]**. During this session, I'll cover keys to:

- Leading through crisis
- Managing remote teams

- Communicating changes to the organization
- Navigating a hiring freeze

[Register for the webinar here \[insert link\].](#)

In the meantime, let me know if you have any other questions.

If you can't attend, let's set up time to talk through any challenges you might be facing and put a customized action plan in place.

As always, I'm here to help.

[\[Name\]](#)

Event Reminder Meeting

Instructions: Email this Webinar Reminder 2-4 days before webinar

From name: [Insert Partner Name or Individual from your company]

From email: [Insert reply-to email of your choosing]

Subject Line: Don't Miss this Upcoming Webinar

Body:

Hi [\[insert first name\]](#),

I wanted to make sure you saw the invite to our upcoming webinar, [Mobilize and Inspire your Talent During a Downturn \[insert link\].](#)

Join me on [\[insert date\]](#) to better understand how to:

- Lead through crisis
- Manage remote teams
- Communicate changes to the organization
- Navigate a hiring freeze

[Register today \[insert link\].](#)

If you can't attend, I'm happy to set up time to talk through any challenges you might be facing and put a customized action plan in place for your team.

As always, I'm here to help,

[Name]

No-show Follow up Email

Instructions: Email this follow-up the day after the webinar for those that attended

Subject Line: Thanks for attending the webinar!

Hi [insert first name],

Thanks for attending our webinar, *Mobilize and Inspire your Talent During a Downturn*. Here's the recording of today's session[\[insert link to recording if applicable\]](#).

We hope this discussion helps you adapt your organization to the current climate. Here are a couple additional resources you can refer to as well:

- [\[Guide\] Surviving an Economic Downturn With Talent Optimization](#) - The guide includes peer insights, actionable advice, and a checklist of steps you can take so your business can come out on top.
- [\[Toolkit\] Crisis Survival Toolkit](#) - Get videos, articles and templates to help you pivot your organization.
- **[Feel free to insert your own resource here as well]**

If you want to discuss any of these topics further, I'm happy to set up time to talk through [\[insert company\]](#)'s specific challenges and build a customized action plan for your business.

We're in this together!

[Name]

Attendee: follow up email

Instructions: Email this follow-up the day after the webinar for those that didn't attend

Subject Line: Sorry we missed you on the webinar!

Hi [insert first name],

Sorry we missed you on our webinar, *Mobilize and Inspire your Talent During a Downturn*. **You can watch the recording here**[\[insert link to recording if applicable\]](#).

We hope the tips in the presentation help you adapt your organization to the current climate. Here are a couple additional resources you can refer to as well:

- [\[Guide\] Surviving an Economic Downturn With Talent Optimization](#) - The guide includes peer insights, actionable advice, and a checklist of steps you can take so your business can come out on top.
- [\[Toolkit\] Crisis Survival Toolkit](#) - Get videos, articles and templates to help you pivot your organization.
- **[Feel free to insert your own resource here as well]**

If you want to discuss any of these topics further, or have questions about the webinar, I'm happy to set up time to talk through **[insert company]**'s specific challenges and build a customized action plan for your business.

We're in this together!

[Name]