SPEAKER-OUTREACH EMAIL

Subject:
  1. In Awe of your Awesomeness 🤩 — We want you at FOE 2.0
  2. Did you hear about FOE 2.0? It's going to be spectacular *if you join in!*
  3. Calling for Speakers at The Future of Events 2.0 😎

Hey [first_name],

You know what we love about you… your spirit to impact the world, leave your mark, and make a *ding* in the world. **And be it offline or online, YOU DIDN'T STOP! So much so, that even a pandemic couldn't deter you.** You just kept going, whether it was creating that mike-drop moment on stage physically or making everyone applaud for you at a virtual event 👏

Seriously… how awesome can you be! And truth be told, we couldn't keep ourselves away from your awesomeness.

[gif]

Which is why, we, at Hubilo, want to have you speak at our event: **The Future of Events 2.0**.

Why FOE 2.0?

Since ~~many things~~ everything has changed in the event industry (and the world!) from 2020, we found it imperative to do this. People are still confused as to what lies ahead. Technology is there but they aren't sure how to conduct virtual or hybrid events, manage everything, or even if their business is actually ready for this *(yep, we still get that question a lot!)* 😅

That's where your insights would help bring clarity, command, and consciousness to the ongoing and future trends — *Plus! We're already blown away by your aura and impact, so, of course, we need you!*

Date: 28-January-2021

Venue: Hubilo Virtual Platform 😎 i.e. Anywhere that you are! (with an internet connection and a laptop!)
Agenda: How to Organise a Virtual Event in Less Than 20 Days
Topic You Can Address:
- --- < fill in the topic that you want for each person > ---

Preferred Time Slot:
- --- < fill in the time option that you want for each person > ---

And, of course, from our end, we offer you complete flexibility of customized branding, marketing, sponsorship opportunities, exhibitors dashboard, and even a success manager! At Hubilo, we bring Experience & Intelligence together — to make one of the world's Smartest Virtual Event Platforms.

We're only asking some super-amazing people from the industry *(like you, obviously!)*, and we really *really* hope to get a *"Yes. Count me in!"*…

By the way, if you have any other awesome way of saying a yes, that'd also do 😁

To your continued success…

Keep inspiring,
Team Hubilo

P.S. — If you're super busy and can't fit us in on the 28th, we'd love a recommendation from your end!

ATTENDEE EMAILS

1 - Invite Email for Registering

Subject:
1. The Future of Events 2.0 Awaits You 😎🙌
2. Organize a Virtual Event in Just 20 Days!!! 🤑
3. The start to 2021 we all needed!… 🤩

Hey [first_name],

Did you miss the coolest event of 2020 – The Future of Events? You know all the newest jazz about the event industry, a chance to interact with super-amazing speakers, loads of FREE resources?!!!

Since then, the world (and events!) have moved online further, and we thought why not rake up the stakes and bring you something <u>really amazing</u>. And by *really amazing*, we actually mean something MINDBLOWING for your business 😎

Can we tell you… that you're one lucky person. Because, The Future of Events is back! Presenting to you —

drum rolls, please…

[gif]

The Future Of Events 2.0

Bigger. Bolder. Better. *And definitely cooler.* 🤩

Where top speakers from the field (event organizers, CMOs, and influencers) share some of the deepest insights about the event industry and tell you about **"Organizing a Virtual Event in less than 20 Days"**, including:

- Essentials of **planning a virtual event**: A Checklist ✅
- What to consider while **selecting the right platform** for your virtual event? 🌐
- **How to market your virtual event?** 💸

…and loads more!

What?! Is it really possible? Yep. We made it so. And you can do it too. **Come join us.** And <u>we'll show you how.</u> Register on this link!

Mark your dates —
⭐ 28-January-2020 (Thursday) — 1200-1630 PST ⭐

Get, set, GO!
Team Hubilo

P.S. — You don't wanna miss this one now! 'Coz there might not be another one 🙃

Subject:
1. 😎 Here's the welcome mail with all the detail (Inhale… Exhale……) 🧘🏻🧘🏼‍♀️🧘🏾
2. 🤩 You just signed up for the coolest virtual event of January '21!
3. And done. Get ready for action… 🚀💸😀

Hey [first_name],

Here's your welcome mail. Because apparently 76% people expect to receive it; else it doesn't feel like you signed up for something! So yeah… Thanks for signing up. **You are awesome!** ❤️

Gear up for the most amazing event of January '21.

The Future Of Events 2.0

You already know you're gonna get amazing insights about:

✅ Some insider hacks from industry's supremos!
✅ Super-helpful resources for FREE
✅ Access to a global community
✅ Learning, interacting, expanding!

(And some super helpful content from us as well!)

So, here's the sheet that you need to pin on your reminder wall:

Date: 28-January-2021 (Thursday)
Agenda: Organizing a Virtual Event in Less Than 20 Days
Venue: Hubilo 😎 i.e. Anywhere that you are! (with an internet connection and a laptop!)
Time: 1200–1630 PST

And also, because we love you, here's a FREE RESOURCE from us!

See you at the event 🎉
Team Hubilo

3 - For those who missed registering

Subject:
1. You forgot something, buddy… 🫢
2. We had a reminder for ya! 🙃
3. 🤩 Did you know?!!!…

…that you're amazing! 😍

[first_name],

It feels like this week is a good time for some positive affirmations.

Repeat after us… I am good at being an adult. I cooked dinner which was more than just instant ramen. I paid that bill on time. I am Bruce Almighty. I can do the things that I left pending.

[gif]

Because you have it in you to choose amazing, we had another reminder… You forgot to **complete your registration for The Future of Events 2.0** 😬

And we do not want you to miss out on the most-amazing speakers of the business industry, truckloads of knowledge, and so many resources — **FOR FREE**!!!

If you're all set *now*, finish your account setup and wait for awesomeness 😎 And if there's anything you need help with, feel free to contact us.

< register button >

We believe in you. And you totally got this!
Team Hubilo

4 - Reminder for event email (1)

Subject:
1. 🎤 Mike check! Are you ready, guys?
2. The secret awaits: How to Organize a Virtual Event in LESS THAN 20 DAYS!!! 🤩
3. Something's coming up on 28-January… 📅😎

Heyyy [first_name],

Alrighty! The Future of Events is here. *Finally*. 😄

We hope you remember signing up for the coolest event of January '21. *How could you forget! We kept bugging you with emails…*

So, here's an overview, just so you don't forget (again!):

Date: 28-January-2021 (Thursday)
Topic of Discussion: Organizing a Virtual Event in Less Than 20 Days
Venue: Hubilo 😎
Time Slot: 1200–1630 PST

What's required?
• Laptop / Phone
• Internet Connection
• Jotbook & Pen / iPad
• You!!! *(of course!)*

Where can you be?
Anywhere. With an internet connection.

What's in it for you?
You already know this:
● Essentials of **planning a virtual event**: A Checklist ⭐
● What to consider while **selecting the right platform** for your virtual event? 🌐
● **Go-to-market (GTM) plan** for your event 💸

And this:
✅ Some insider hacks from industry's best
✅ Super-helpful resources for FREE
✅ Access to a global community
✅ Learning, interacting, expanding!

But, you didn't know this…

🔴 How to **Monetize** your hybrid & virtual events?!
🔴 **LIVE Q&A session** with Emma Hilditch and Sophie Ahmed (who have over 20 years of experience in the industry!)
🔴 An event industry expert sharing his 8P Formula… [umm, we'll keep it a secret!] 😉

(Look out for our next email. We'll reveal this eminent personality…)

We're super excited. And we know you are too. And we can't wait for the 28th!!!

[gif]

So eager to have you on board,
Team Hubilo

P.S. — If you don't remember signing up for the event, but want to sign up now, register on this link!

5 - Reminder for event email (2) [Only to be sent on 28-Jan]

Subject:
1. It's TODAYYY!!! And we can't keep calm 🤩😄🥳
2. The countdown begins… ⏳
3. Booked Out for the 28th 🎁

Heyyy [first_name],

[deep breath……] No! we cannot contain our excitement!!!

The Future of Events 2.0 is TODAYYYY. *Finallyyy*… 🤩

So, here's an overview, just so you don't forget (again!):

Date: 28-January-2021 i.e. TODAY!
Topic of Discussion: Organizing a Virtual Event in Less Than 20 Days
Venue: Hubilo 😎
Time Slot: 1200–1630 PST

What's required?
• Laptop / Phone
• Internet Connection
• Jotbook & Pen / iPad
• You!!! *(of course!)*

Where can you be?
Anywhere. With an internet connection.

What's in it for you?
This…
- Essentials of **planning a virtual event**: A Checklist ⭐
- What to consider while **selecting the right platform** for your virtual event? 🌐
- **Go-to-market (GTM) plan** 💸

And this:
✅ Some insider hacks from industry's best
✅ Access to a global community
✅ Learning, interacting, expanding!

And THIS…
⭐ How to **Monetize** your hybrid & virtual events?!
⭐ Session with Emma Hilditch and Sophie Ahmed (who have over 20 years of experience in the industry!)
⭐ "The Event Expert", Chris Powell, sharing his 8P Formula 🤩

With a super-amazing speaker line-up including…

- Chris Powell, The Event Expert
- Ritam Bhatnagar, Founder IFP
- Sophie Ahmed, CEO @ VEI & Emma Hilditch, Content Director @ VEI

<u>Moderated by</u> the awesome: Courtney Stanley, Event Emcee & Career Coach.

Come one. Come all.

[gif]

See you at the event 🎉
Team Hubilo

P.S. — If you don't remember signing up for the event, but want to sign up now, register on this link!

6 - Engagement email (1)

Subject:
1. Discover *fail-proof* event strategy with… 😎
2. 🤩 Ready to know your Speaker #1 at FOE 2.0? 🤩
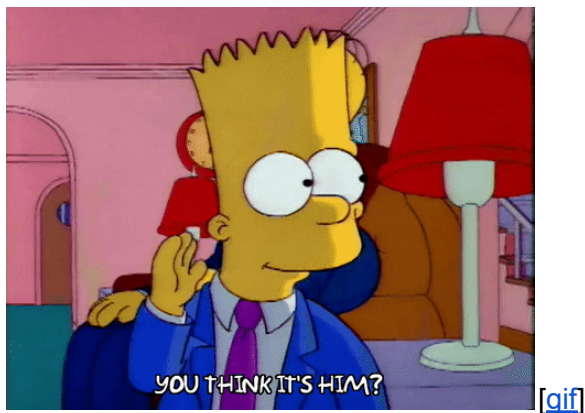3. The Suspense is over. Here's the BIG REVEAL 😍

Hola again [first_name],

Are you ready to know who the speakers are? Of course, you are. So…

Here's a hint:

He's smart, has an amazing personality, and people call him "The Event Expert". He has been around in the event industry for more than 20 years now. And this great man will be joining us at the Future of Events 2.0 😍

[*Give us the name already now…*]

[gif]

Okay, so… here's introducing our Speaker #1 —

.
.
.

Chris Powell

Coming up with a MASTERCLASS on:
How to Design, Plan, and Deliver Successful Virtual Events!

Along with that, you'll also get:

😎 His *Fail-safe* event function sheet!!!
🤑 What and when to *charge* for your event?
🧐 What to *really focus on* while evaluating post-event metrics?

And his *secret* special 8 P formula 😮

That's not all! Chris will be going **LIVE for a Q&A session** at the end as well.

Excited?

Mark the dates: **28-January-2021 (Thursday)**

Stay tuned,
Team Hubilo

What?! You still haven't registered? Do it NOW. Do it here.

7 - Engagement email (2)

Subject:
1. MYSTERY email 🪄✨ Abra-ca-dabra!… 🤑
2. JUST IN!!! You won't believe who our next speaker is… 😍
3. ❌ DO NOT OPEN this email. Just don't ❌

Heyyy [first_name],

So, you opened the email! And know what? We had a little something for you 🎁

The event is so near… and **we don't want you to miss out on all the things we've planned for you.** So…

You already know about Chris. Chris Powell. **The Event Expert.**

He's coming up with a MASTERCLASS: **How to Design, Plan, and Deliver Successful Virtual Events!**

Next in line are…

Sophie Ahmed, Co-founder & CEO @ VEI 🎙️
Emma Hilditch, Content Director @ VEI

[*VEI: Virtual Events Institute*]

Talking about — **Monetizing Your Virtual and Hybrid Events** 💰

With 20+ years in the media and event industry, Sophie has launched and led successful global events including exhibitions, conferences, award shows, and training workshops across multiple fields. Emma is a content producer and has developed more than 200 original event programs for the largest companies globally.

⭐ Sophie & Emma come with their extensive experience in the field of events and content, the recipe for efficient event execution, and of course, making them commercially successful ⭐

All of their knowledge and experience, coupled with a **LIVE for a Q&A session** for the attendees — at The Future of Events 2.0.

Ok, bye!

[gif]

Not yet… 😅 We told you we had a gift for you. So, here's your <mark>**FREE RESOURCE**</mark>.

And, do not forget: 📅

28-January-2021 (Thursday)

We'll see you there 🙌
Team Hubilo

POST-EVENT EMAIL

1 - For Attendees

Subject:
1. It's not over… yet! 🤩
2. Thank you for attending the event! ❤️
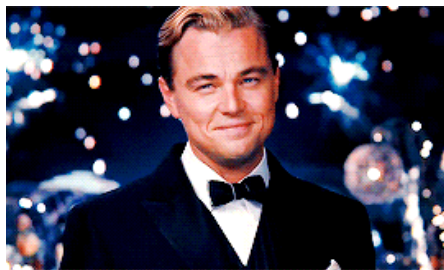3. Thanks for making a difference. You rock! 🙌🏼

Sup [first_name],

Wow. The Future of Events 2.0 was awesome!!! 😎 And **you** made it even cooler by being there. Thank you so much for taking out your time and staying with us.

Here's iterating what all happened at the event —
- **Chris Powell** told us how to organize and execute a successful event planning strategy with his insider hacks and tips.
- **Ritam Bhatnagar** knocked us out with his knowledge about the pillars of event hosting i.e. branding and marketing.
- **Sophie Ahmed** & **Emma Hilditch** shared their insights about the most crucial aspect of business – monetizing events.

Overall, we gave you **a solid *fail-proof* strategy and a ready-to-go action plan for hosting any virtual event**. And we hope that we were able to deliver what value you had signed up for! It'd mean a world to us if you can give your feedback here.

[gif]

As a token of gratitude, we've made accessible **on-demand sessions** of the event for you — so, whether you forget something or just wanna refresh your knowledge, you can watch these clips anytime, anywhere.

And… that's not all. We've a whole library of knowledge waiting to be explored. Sign up for our newsletter here to receive regular updates and insights about the industry.

Stay tuned for more. We've loads coming up…

To infinity and beyond 🚀
Team Hubilo

2 - For Non-attendees (those who registered but did not attend the event)

Subject:
1. You missed us. And we missed you too…
2. It's not over… yet! 🤩
3. We know you could not attend FOE 2.0 – but here's your return gift 💝

Sup [first_name],

The Future of Events 2.0 was awesome!!! But, we know you could not make it.

That did make us a little sad, but it's okay. We love you anyway, so…

Here's iterating what all happened at the event —
*   **Chris Powell** told us how to organize and execute a successful event planning strategy with his insider hacks and tips.
*   **Ritam Bhatnagar** knocked us out with his knowledge about the pillars of event hosting i.e. branding and marketing.
*   **Sophie Ahmed** & **Emma Hilditch** shared their insights about monetizing events.

Overall, we gave you **a solid *fail-proof* strategy and a ready-to-go action plan for hosting any virtual event**. And what if you missed the live-action? There are always highlights of the show. So, we've made accessible **on-demand sessions** of the event for you — so you can catch up on everything and watch these clips anytime, anywhere.

Stay tuned for more. We've loads coming up…

To infinity and beyond 🚀
Team Hubilo

8 - On-Demand Session Registration Email

Subject:
4. 😎 Here's the welcome mail ('coz you expected it!)
5. 🤩 You just signed up for some amazing content!
6. And done. Get ready for action… 🚀💸😃

Hey [first_name],

Here's your welcome mail. Because apparently 76% people expect to receive it; else it doesn't feel like you signed up for something! So yeah… Thanks for registering. **You are awesome!** ❤️

You just signed up for some super-amazing content. Please know you're gonna get amazing insights like:

✅ Insider hacks from industry's supremos!
✅ Super-helpful resources for FREE
✅ Access to a global community
✅ Learning, interacting, expanding!

Revisit our past events and hear our amazing speakers talking all about VIRTUAL EVENTS —

- **Chris Powell** (How to design, plan, and deliver successful virtual events?)
- **Ritam Bhatnagar** (Branding and marketing virtual events)
- **Sophie Ahmed**, Emma Hilditch, & Simon Burton (Monetizing Events)
- Sam Eitzen (Re-imagine Physical Experiences For Your Virtual Events)
- Will Curran (Re-Imagine the Future of Events)
  … and many more!

And also, because we love you, here's also a FREE RESOURCE from us!

Get, set, go!
Team Hubilo