

EMAIL MARKETING TIMELINE FOR YOUR ASSOCIATION'S EVENTS

Ensure the success of your next big event

You put a lot of effort into planning your events. Now it's time to get people to them! Here are the top emails your association should be sending to build excitement, drive registration, and attract sponsors for your next big event – whether it's virtual, hybrid, or in-person:



build excitement, drive registration, and attract sponsors for your next **BIG EVENT**

4-6 MONTHS OUT

- Registration now open
- Call for speakers/session proposals
- Invitation to purchase sponsorships
- Last call for speakers/session proposals

TIP

Highlight key features and stats about the event – such as attendee demographics, expected number of attendees, and number of sessions – to spark more interest. Include pictures from last year's event that depict a great attendee experience.

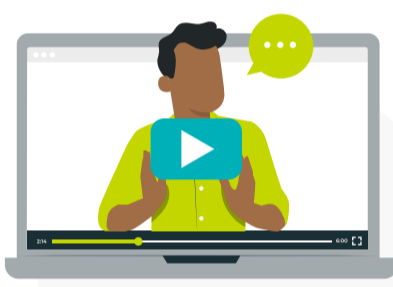


2-4 MONTHS OUT

Create extra excitement in your sessions/keynotes announcement by including a link to a short video by one of your keynote speakers that promotes the session.

TIP

- Announcing sessions/keynotes
- Announcing sponsors/exhibitors
- Announcing networking and other special events



1-2 MONTHS OUT

Last call for registrations

TIP

In your last call for registrations email, remind members and prospects what they'll be missing if they don't attend your event.



1-2 WEEKS OUT

Consider sending separate emails to those who have attended before versus first-timers, with different messages that will be helpful to each audience.

TIP

- "Early-bird pricing ends soon" reminder
- Know before you go (for registrants)

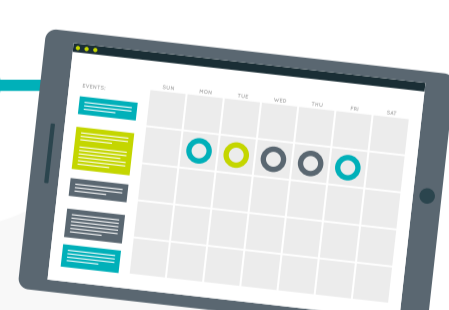


WEEK OF EVENT

Daily emails highlighting the day's agenda

TIP

Your daily agenda email is a great time to give your top sponsors additional visibility by highlighting their logos and booth numbers.



1 DAY AFTER EVENT

Thank you for attending (with link to survey and recorded session, plus save the date for next year)

TIP

In the thank you email, invite your members to continue the conversation after the event by joining discussion groups about session topics in your online member community.



Learn how email and event functionality in YourMembership AMS can help you ensure the success of your events and more:

Explore YourMembership AMS