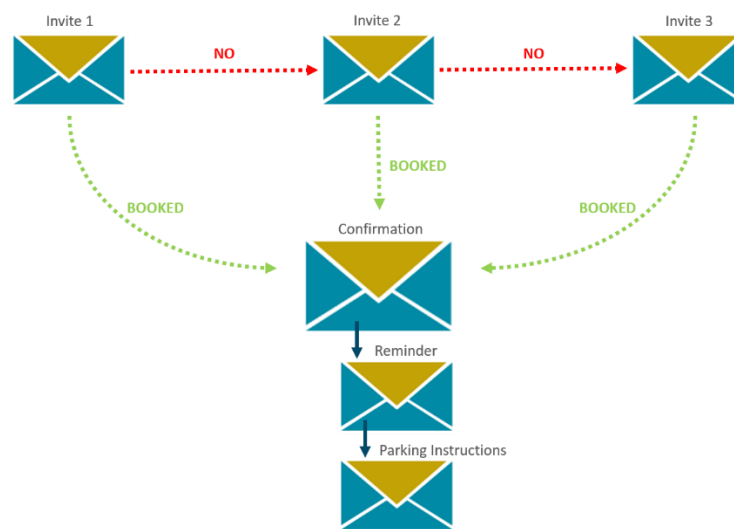


Event Invitation

Manually sending event invitations, confirmations and instructions at the optimum moment can be a real time sink for your team. This automated email series will sell the maximum number of tickets whilst providing fast confirmation emails, and on-time event instructions. Set it up on day one, and then sit back and leave Marketing Automation to do the work!

This series includes three invitation emails, to ensure maximum bookings. At the same time, following every booking your attendee will automatically receive an email confirmation and event instructions closer to the event date.



How to set up the Event Invitation Campaign:

Requirements: Marketing Automation, Campaigns, Gold-Vision Connect

Step 1

Create and **start** your automated email templates for the invitation emails, the confirmation and further instructions in Connect.

Step 2

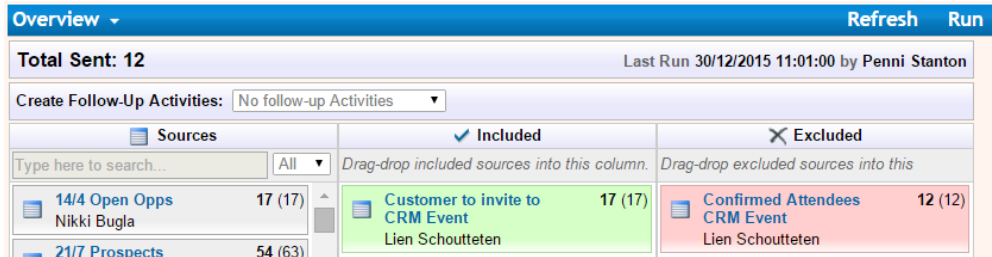
Set up your automated Campaign. Create a Campaign Source, which should be a list in Gold-Vision of all the contacts you would like to invite to your event.

Create a new Campaign, add the first Email - Connect Stage 'Event Invitation' and drag your Campaign Source into the included list. **Run** your Stage '**Repeatedly or On a Schedule**' to access Marketing Automation.

Choose your Automated Email Template from the drop down options, and set a start and end date for your Stage. This Campaign Stage will run **Once to All Recipients**, on a Thursday at 10am, so your selected start and end dates should only include one Thursday, otherwise your invite will be sent more than once.

Step 3

Create another Campaign Source of all confirmed bookings for your event, we've named ours 'Confirmed Attendees CRM Event'. Then create a **second Campaign Stage** to send out your second invite. Again, this should be using Connect as the media type. Drag your invitation Campaign Source into the included box, and then drag your confirmed booking Campaign Source to the excluded box, as shown below. This second Stage is now set up to send to all of your chosen contacts to invite, minus those who have already booked.



Run the Stage, selecting 'Repeatedly or On a Schedule' and set it up just as the previous Stage but at a later date.

Repeat Step 3 once more to set up your 'Last Minute Tickets' email, to send a week or two before your event. You now have a fail-safe invitation system, with three emails ensuring you receive maximum bookings without annoying those who have already booked!

Event invitation Account / Contact Email - Connect - Event	Runs Weekly on Thursday at 10:00 From 21/12/2015 to 28/12/2015 To All Recipients Using template: Event invitation	0 Activities 0 Appointments 0 Opportunities 5 Bookings	17 Sent 17 Delivered 10 Opened 0 Clicked
Second invitation Account / Contact Email - Connect - Event	Runs Weekly on Wednesday at 11:00 From 29/12/2015 to 04/01/2016 To All Recipients Using template: 2nd invitation	0 Activities 0 Appointments 0 Opportunities 3 Bookings	12 Sent 12 Delivered 9 Opened 0 Clicked
Last Minute Tickets Account / Contact Email - Connect - Event	Runs Weekly on Wednesday at 14:30 From 05/01/2016 to 12/01/2016 To All Recipients Using template: Last Minute Tickets	0 Activities 0 Appointments 0 Opportunities 4 Bookings	9 Sent 9 Delivered 7 Opened 2 Clicked

Step 4

To set up automatic confirmation emails to those who book onto your event, set up a new Email – Connect Stage and drag your Campaign Source 'Confirmed Attendees' into the included box. Run 'Repeatedly or On a Schedule' and set up your automation to send **Hourly** to **New Recipients**, setting the end date on the last day you will accept new bookings for your event.

You may want to send reminders, agendas, location information and other such necessities to your attendees near to an event. This is easy to do with Marketing Automation.

Create a **Follow Up Stage** to your confirmation email, with Email – Connect as the media type, and add the default rule of 'Sent recipients only'. This means your Stage will be sent to anybody who has received the Confirmation email. Automate sending, to run **Once** to **All Recipients** at a date close to your event.

We've added a second follow up Stage to send on the day before the event with parking instructions to make our attendees lives easy. Just automate it to send once for the day before the event. Easy!

Confirmation - CRM Event Account / Contact Email - Connect - Event	Runs Hourly at 15 mins past From 23/12/2015 to 13/01/2016 To New Recipients Only Using template: Event Confirmation	0 Activities 0 Appointments 0 Opportunities 0 Bookings	12 Sent 12 Delivered 5 Opened 2 Clicked
Reminder & Agenda - CRM Event Account / Contact Email - Connect - Event	Runs Weekly on Wednesday at 12:00 From 13/01/2016 to 18/01/2016 To All Recipients Using template: Reminder	0 Activities 0 Appointments 0 Opportunities 0 Bookings	12 Sent 11 Delivered 5 Opened 4 Clicked
Parking Instructions - CRM Event Account / Contact Email - Connect - Event	Runs Weekly on Monday at 15:00 From 15/01/2016 to 20/01/2016 To All Recipients Using template: Parking Instructions	0 Activities 0 Appointments 0 Opportunities 0 Bookings	13 Sent 13 Delivered 11 Opened 3 Clicked