

Event Marketing Email Templates

Quick and easy targeted event marketing templates.

TECHNICAL SEGMENTATION

The Problem State (The "Why")

Goal: To attract attendees using the "Technical Segmentation" strategy by addressing a specific professional pain point.

Subject: A different approach to [Specific Industry Problem]

Body:

Hi [Name],

Most discussions around [Industry Topic] tend to focus on the symptoms rather than the cause. In my experience, the real challenge for [Job Title]s right now is [Specific Pain Point, e.g., balancing rapid growth with team burnout].

We are organising [Event Name] specifically to address this. We aren't looking to host a general networking session.

Instead, we are facilitating a focused session on [Specific Solution or Framework].

Is this a challenge currently sitting on your desk for this quarter? If so, I'd value your perspective in the room.

[Link: View the Agenda]

Pro tip #1 - Ask your speakers to help you identify the ideal audience and the problems their presentation is designed to solve for. They are experts in their field and will be able to help you fill in the missing pieces to make this email really sing!