

Email #1:

Email Subject Line: **<Name>, may I take you to lunch – you pick the restaurant**

Email Subject Line: **<Name>, I'd like to invite you to lunch at the restaurant of your choice**

Email Subject Line: **<Name>, are you free for lunch on <Date>?**

<Name>, if you're still an over-worked and under-appreciated Event Organizer...

I Want to Buy You Lunch – and You can Pick the Restaurant!

[Reserve Your Seat Today!](#)

<In HTML/graphic version insert a picture, or use in the masthead, a generic restaurant table setting/montage that cannot identify any particular restaurant>

My name is Drew Steiner – Event Technology Manager for RegOnline, a division of Active Network Events, Inc.

<Insert picture of Drew>

Now if you've been involved in organizing events and registering attendees for any length of time, odds are you've heard about RegOnline.

But more importantly...

We've heard about you!

Of course, we don't know *everything* about you, and that's one of the reasons I'd like to invite you to lunch – so I can learn more ... and so you can learn more about how the latest innovations in online technology can make your job easier – *while dramatically lowering the cost of organizing an event.*

Choose a Date and Restaurant that's Convenient for You:

<Insert dates and restaurants>

Because I myself have been in the "event business" for # years, there are...

A few things I already know about you

For example, I know that you have one of the most stressful jobs in your organization. And sometimes you feel you've got the whole weight of managing your company's events on your shoulders alone.

Sure, you may have support staff to help you – but there's still never enough hours in the day to get everything done, are there? And, there are always, always, last minute changes and adjustments that literally make you want to pull out your hair!

Well, trust me you're not alone – but, you're quickly becoming a minority in your field.

And that's another reason I'd like to take you to lunch

I want to bring you up to date on what's happening in the event planning field – so you can stay ahead of the curve – and so you can stop thinking of pulling out your hair.

And so that the next time you need to organize an event and register attendees – it'll be as easy as flicking a speck of dust off your shoulder.

Better still...

You'll discover how to save money and time when organizing your next event

When you see the event technologies – and methodologies – that are available to you today – you'll be absolutely amazed. Not only are these technologies and methods of organizing events and registering attendees unbelievably easy-to-use – because they're completely automated and 100% web-based – they're also scalable, customizable – and absolutely safe and secure.

In short, today's event organizing systems will enable you to literally set up your next event and register attendees with just a few clicks of a mouse!

A large event that might normally take you days or weeks to set up can now be completed in minutes – *by yourself!*

And with the current "attendee management technology" now available – a large event that may require 10-30 employees to be "on site" during an event – can now be easily and efficiently handled with just 2-3 employees!

Imagine the money you'll save!

Without a doubt ... if you're currently using an "in-house built" event set up and attendee registration system, or a 3rd party system more than 2 years old, and certainly if you're doing everything by hand with pencil and paper – this will be the most important and exciting *FREE* lunch you will ever enjoy.

And so that you'll be completely comfortable and at ease during lunch...

You won't be alone

Quite a large number of other event planners and organizers will be joining us for lunch. In fact, you may even know a few of them. They're all local.

And, like you, they're interested in learning more about how fully automated event organizing technology and its associated methodologies can save them both time and money – *while increasing their ROI.*

RegOnline, by the way, has already adopted these time-saving technologies and incorporated these innovative methodologies. So now, companies large and small are using RegOnline to organize their events and register attendees, whether they're 10-person in-house training workshops or 500+ person conferences or trade shows, companies like:

- Capital One
- CareerBuilder
- U.S Census Bureau
- Raytheon Company
- Duke University
- Caterpillar Inc.
- Yahoo!
- Hollister Inc.
- Level 3
- Kaiser Permanente
- March of Dimes
- Communications
- Bose Corporation
- National Geographic
- MIT
- Canon USA

In fact, more than **57,645** event planners have organized more than **218,178 events** and registered over **14 million attendees** using RegOnline.

So please be my guest. Join me for lunch. There'll be so much you can learn.

At the very least it's a great opportunity for you to get away from the office, network with other event organizers, and enjoy a sumptuous lunch – all while learning how the latest innovations in event technology and methodology can make your job a lot easier – saving you time and your company money.

And I get to pick up the lunch tab!

Choose a Date and Restaurant that's Convenient for you:

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XXXXXXXXXXXXXX

XXXXXXXXXXXXXX

I look forward to meeting you.

Sincerely,

<Insert signature>

Andrew Steiner
Event Technology Manager
RegOnline
Active Network Events
303-577-5149
Andrew.Steiner@activenetwork.com

P.S. [Please RSVP Today](#) to guarantee your seat.

If there is someone else on your event team who would like to attend, please forward this email to them so they can [join us](#) as well.

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Email #2:

Email Subject Line: **A tragic story involving an event organizer and his company**

Email Subject Line: **<Name>, avoid these event planning mistakes**

Email Subject Line: **This happens to event organizers who don't use technology wisely**

<Name>, unfortunately, as an Event Organizer this could happen to YOU!

But First ... Don't Forget My FREE Lunch Offer!

I still want to buy you lunch.
But you need to reserve your seat now!
Only a few tables are still available!

Choose a Date and Restaurant that's Convenient for You:

<Insert dates>

Here's what happened...

D.S. was in charge of an event management team at a medium-sized company, which earned close to \$100 million a year and had about 300 full-time employees.

The company provided educational seminars and training opportunities throughout the United States.

On average, D.S. and his event team produced 2 seminars a week for about 20-30 people, and 4 major conferences a year for close to 500 people.

The goals of these seminars and conferences were to educate, to sell products and increase memberships – *no doubt, some of the same reasons you hold your events.*

The 1st Warning Sign of a Looming Event Planning Disaster

Because management at D.S.'s company believed their business model was so unique, and their needs so extraordinary, the company required a special, proprietary event management system.

So they asked their IT department to build one.

A significant number of IT personnel were recruited, and removed from their primary areas of responsibilities – a shift in focus that immediately and adversely affected those critical areas for which these IT employees were originally hired. That is, until *more* employees could be hired.

Net Result: The company's costs increased as the company's productivity decreased.

The 2nd Warning Sign...

Because the re-assigned IT staff had no experience designing event planning software ... the planning and registration programs they developed contained serious flaws and deficiencies, which required constant "work-arounds."

You see, the IT staff had developed programs for:

- Registration
- Billing
- Email Updates
- Data Entry
- Reporting
- To name just a few...

But these programs weren't able to interact with one another – nor were they robust or flexible enough to accommodate all of the event staff's many needs – *not unsimilar to many 3rd party event planning programs currently on the market.*

So the event staff had to manually input data, manually organize, collate and disseminate information, all of which inevitably led to errors, omissions, overtime expenses, not to mention event staff frustration.

The 3rd and Fatal Warning Sign...

Because the event team was so pre-occupied, and so overburdened with making the company's event management system work – they neglected the

most significant factor contributing to the success of their events: *attendee satisfaction*.

And even though, on average, 30 employees (who also had been pulled away from their primary responsibilities) were assigned to work the 500+ attended conferences ... they weren't enough.

Because the system could not provide the event staff with up-to-the-minute updates and reports – everything from cancellation of breakout sessions to who had paid and who had not – confusion, frustration, disappointment and even anger was too often a shared experience – *among the attendees*.

And so, rather than working towards providing a pleasurable, comfortable, smoothly-run event experience for their attendees, the event staff was too busy feeding the monster the company had created: an unwieldy, disjointed, cumbersome, expensive to develop and maintain event management system.

The Regrettable Ending...

Over time, event attendance dropped, while, to compensate, marketing expenses increased... but to no appreciable effect.

And so, one year later, with event attendance having dropped by 50%, the company began to question the viability and profitability of continuing to hold events.

Indeed, many events were eventually cancelled, and many staff members were laid off.

How do I know all this? Well, as you might've already guessed, I am D.S. – Drew Stein.

And the above was what I had experienced as an event manager for a former employer.

The Sad Truth

If we had the technology – the fully automated, fully integrated, robust cross-platform capabilities – that are already included with RegOnline for example...

Rather than struggling to fill 500 seats, I estimate we could've easily sold 750 seats at our big events.

In fact, had we increased event attendance by just 20%, *our events would've earned the company at least \$400,000 more annually.*

And had we reduced the hours and staff to register attendees by 50%, we *would've saved \$60,000 annually.*

And had we completely eliminated internal IT support, we *would've saved another \$100,000 annually.*

And had our company focused our energies on our core business ... extended our marketing reach ... and increased customer satisfaction ... the result, to borrow a phrase, would've been *priceless!*

So I ask you...

Do you often ask yourself these 4 questions?

1. How do I increase attendance at my events?
2. How do I better meet the needs of our attendees?
3. How do I deliver more with less cost?
4. How do I gather data and measure our success?

If you want the answer to any or all of these questions...

Allow me to buy you lunch – I'll give you these answers and more.

[Reserve Your Seat Today!](#)

As I said in my last email to you...

At the very minimum ... this is a great opportunity for you to get away from the office, to meet and mingle with other even organizers and planners, and enjoy a sumptuous lunch – all while learning how today's event organizing technologies and methodologies can make your job a lot easier, saving you time and your company money.

And, I'll pick up your lunch tab – *with absolutely no strings attached!*

Choose a Date and a Restaurant that's Convenient for you:

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XXXXXXXXXXXXXX

I look forward to meeting you.

Sincerely,

<Insert signature>

Andrew Steiner
Event Technology Manager
RegOnline
Active Network Events
303-577-5149
Andrew.Steiner@activenetwork.com

P.S. [Please RSVP Today](#) to guarantee your seat.

If there is someone else on your event team who would like to attend, please forward this email to them so they can [register](#) as well.

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Email #3

Email Subject Line: **<Name>, let's try this again**

Email Subject Line: **<Name>, this is YOUR problem**

Email Subject Line: **<Name>, are you coming to lunch?**

<Name>, by now I'm sure you've received the 2 invitations I sent you – offering to take you to lunch next week.

But you still haven't accepted.

My FREE Lunch Offer Still Stands!

But you must accept now!

Choose a Date and a Restaurant that's Convenient for You:

<Insert dates>

You know, at first, when I hadn't heard from you, I thought maybe you're no longer involved in organizing events. Then I thought, maybe your over-zealous spam filter ate those 2 lunch invitations.

And then, finally, I came to this realization...

<Name>, You're Too Busy!

So busy in fact, you can't get away for even one hour to relax and let me buy you lunch.

And you know ... that's really ironic.

Because ... while you'll be sitting down with other event planners and organizers from nearby companies, enjoying a leisurely break from work, eating a delicious meal on a beautiful spring day, for which I'm gladly picking up the tab...

You'll be introduced to methods and technologies that will help you organize your events and register attendees – and all are easy-to-use, unbelievably efficient *and inexpensive*.

In fact, what you'll learn will literally free up hours in your day, and that of your staff, so that you and they will have *more time* to do, well, anything else – anything other than be buried in the time-consuming drudgery of organizing events and registering attendees!

No longer will you or your staff waste time *answering phone calls, writing letters, responding to emails ... deciphering mailed in, coffee-stained, hand-written registration forms ... entering pages of data on to spreadsheets ... compiling and printing reports ... mailing confirmation letters ... creating surveys ... running from office to office for updates ... running from office to office relaying changes and substitutions*.

Oh the list just goes on and on, doesn't it!

Get Out of the Sweltering Hot Kitchen of Organizing Events and Registering Attendees!

- *Let me treat you to lunch ...* and I'll show you a way to optimize your registration page and landing page so you can attract attendees and convert more of them.
- *Let me treat you to lunch ...* and I'll show you how to use integrated email to promote and brand your event.
- *Let me treat you to lunch ...* and I'll show you how to use Social Marketing to get more referrals and make your event go viral on the web.
- *Let me treat you to lunch ...* and I'll show you a 100% automated registration system that can save you THOUSANDS of DOLLARS and HUNDREDS of HOURS of time ... INCREASE your event ATTENDANCE up to 20%... SLASH your event COSTS up to 25%... and CUT your event WORKLOAD up to 64%
- *Let me treat you to lunch ...* and I'll show you how to INCREASE your attendee satisfaction scores ... IMPROVE your marketing penetration ... IMPROVE your company's brand and image ... REDUCE your event setup time ... and REDUCE your employee hours and payroll.

Or just let me treat you to lunch ... so you can just get out of the office for an hour and enjoy a beautiful spring day and a delicious free meal.

Do it Now!

Choose a Date and Restaurant that's Convenient for You:

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XXXXXXXXXXXXXX

XXXXXXXXXXXXXX

I look forward to meeting you.

Sincerely,

<Insert signature>

Andrew Steiner
Event Technology Manager
RegOnline
Active Network Events
303-577-5149
Andrew.Steiner@activenetwork.com

P.S. If there is someone else on your event team who would like to attend, please forward this email to them so they can [Register Today](#).

Because tomorrow may be too late.

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Email #4

Email Subject Line: **<Name>, this is your last chance**

Email Subject Line: **<Name>, this is urgent, take a peak at these...**

Email Subject Line: **<Name>, here's the proof you need...**

<Name>, please take your seat, lunch is about to be served ...

Unfortunately, I won't be able to remind you again – you see, I have to provide a final head count to the restaurant managers no later than end of business *today*.

So if you're planning on spending a fun and informative hour and half with a room full of event planners, learning about the latest innovations in event organization and attendee registration, while enjoying a delicious lunch on what is expected to be another gorgeous spring day...

**You must accept now!
I've just been told there are very few seats left!**

Choose the Date and Restaurant that's Most Convenient for You:

<Insert dates>

You know, I've already explained why this luncheon will prove to be a "job-altering experience" for you – and not just because it's **100% FREE, with absolutely no strings attached**, but because...

What I will show you can literally save you **THOUSANDS of DOLLARS** and **HUNDREDS of HOURS** of time!

Plus, the technology and event registration methods I'll introduce you to can **INCREASE your event ATTENDANCE** up to 20%... **SLASH your event COSTS** up to 25%... and **CUT your event WORKLOAD** up to 64%!

But you don't have to take my word for it!

Read what your fellow event organizers are saying about these amazing event technologies, practices and procedures – all of which RegOnline now uses:

“A Super Easy 1-Stop Registration Machine”

—Kai Dwyer, Center for Non-Profit Advancement

“From registering people to sending invoices and reminders to printing out sign-in sheets and badges to being able to see how much you made on the event... it’s wonderful!”

“Easy to Use!”

—Penny Delgallego, University of California, San Diego

With over 10,000 registrations per year and 60+ events, UCSD needed to automate as much of the conference planning as possible. “We chose RegOnline because it was affordable and easy to use,” states Penny Delgallego, Registration Assistant. Now UCSD is able to support dozens of conferences with less than five staff members because the system eliminates data entry, paperwork, and manual processes. “One important thing to mention,” adds Penny, “RegOnline is always improving and making upgrades, which is nice to see as a customer of seven years.”

“Flexible and Adaptable!”

—Kathryn Grady, The Tomas Rivera Policy Institute

"You're not going to find a more flexible, adaptable online registration system. Most of the others are for one-day seminar-type things, or else they are complex, expensive, and not scalable."

"Flexible, Affordable and Very Powerful!"

—Jody Benz, Iowa Life

"RegOnline is very easy to use. I tell everyone it will save them an enormous amount of time and effort. I used it for two big events this year. I LOVE RegOnline and will never go back to the way we handled registration in previous years!"

"Stress Free at Last!"

—The Boys and Girls Club of Canada (BGCC)

Every two years, BGCC holds a national conference for staff and volunteers. Approximately 350 people attend, but it was difficult for BGCC to manually process hundreds of registrations and payments using their old system.

BGCC was looking for a system with comprehensive functionality to automate the day-to-day tasks, including registration and payments, so that everything was easily accessible from one location.

In the summer of 2009, BGCC selected RegOnline. "The software was a great balance between what was customizable and what was hard wired." said Peter Walker, BGCC spokesperson.

70% of the National Conference attendees registered online – proof to BGCC that people preferred the instantaneous, convenient nature of online registration. "Essentially, once you set up your event, you will be stress free."

So what are you waiting for? Join us!

Choose a Date and Restaurant that's Convenient for You:

XXXXXXXXXXXXXX

XXXXXXXXXXXXXX

XXXXXXXXXXXXXX

Sincerely,

<Insert signature>

Andrew Steiner
Event Technology Manager
RegOnline
Active Network Events
303-577-5149
Andrew.Steiner@activenetwork.com

P.S. I'm sorry – because almost all available seats have already been reserved, I can no longer offer a seat to anyone else on your event team.

Though if you'd like to send a senior event team member to, well, eat your lunch so to speak, that's perfectly fine. But please ... [reserve the seat now!](#)

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Email #5

Email Subject Line: **Reminder: Don't bring your lunch tomorrow**

<Name>, We're On for Tomorrow!

Hi <Name>, I just want to remind you that we're having lunch tomorrow – you me and about <#> other event organizers at <Restaurant name>.

So don't bring your lunch to work – I'm buying!

I look forward to meeting you.

Sincerely,

<Insert signature>

Andrew Steiner
Event Technology Manager
RegOnline

Active Network Events
303-577-5149
Andrew.Steiner@activenetwork.com

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Email #6

Email Subject Line: **Name, I'll see you at <time>**

I Hope You're Hungry!

Hi <Name>,

I know the rule, business before pleasure, but remember, after today's luncheon your business, your job, *will be a pleasure.*

Because when you leave <Restaurant name> after eating a sumptuous lunch – you'll know how to plan your next event with just a few quick clicks of a mouse.

Plus, at the Webinar ... I'll show you how the latest technology and methods of organizing events and registering attendee can help you...

Increase your attendee satisfaction scores ... improve your marketing penetration ... improve your company's brand and image ... reduce your event planning and setup time ... reduce your employee hours and payroll – all while saving you time and money!

So please don't be late!

I'm definitely looking forward to meeting you.

Sincerely,

<Insert signature>

Andrew Steiner

Event Technology Manager
RegOnline
Active Network Events
303-577-5149
Andrew.Steiner@activenetwork.com