

**Attendee Pre-Event Email Template**

The pre-event email is an efficient and imp­­­actful way to build excitement for your event while providing attendees with important details and peace of mind about their event journey. Use this email to address any potential questions, concerns or hurdles attendees may have leading up to the event—ultimately reducing needless communication or even confusion.

The following EventReady pre-event template includes the standard information recommended for your email, such as the hotel details, event schedule, packing recommendations, transportation breakdown, networking schedule and more.

Depending on the type of event (hybrid or in-person) and the hotel location, we recommend you send this email at least two weeks in advance of your event. Please feel free to customize this template based on your unique needs.

***Email Header (optional)****Insert event specific logo or email header.*

**Subject Line:**
Important information regarding [event name] OR What to know before you go

**Email:**Dear [Attendee],

We can’t wait to welcome you to the [event name]! Our event is just [enter number] days away and we hope you’re as excited as we are to attend. To help you prepare, here are some important event details, useful tips and planning considerations.

Event Details

* Name of Hilton Hotel
* Physical address
* Parking details or transportation details
* Start date/time and end date/time
* Registration instructions, plus date/time/location of registration

About Your Hotel/Venue

* Check-in date/time
* Hilton CleanStay – what to expect from check-in to check-out (link to CleanStay website – Hilton.com/CleanStay)
	+ Depending on the event location, you may be required to wear a face covering during your trip or at your event.
	+ *Cut and paste the relevant information we have provided about Hilton CleanStay based on your hotel and location.*

Pre-Event Checklist – Click Here (download checklist from Playbook Communications Chapter)

* Here are important reminders to help you have a safe, socially responsible and enjoyable event

Event Schedule – Click Here (or provide a brief agenda in email)

* Review our daily event agenda for key activities, recommended attire and location details so you can effectively manage your time in-person or virtually.

Meet the Speakers

* *This is a great opportunity to highlight your keynote speaker or link to your speaker landing page.*

Networking Details or Pre-Event Preparation:

Networking and connecting with fellow attendees are as important to us as they are to you. In order to socialize with care, we are asking attendees to:

* *Insert details regarding your in-person, hybrid or virtual networking plan and agenda.*
* *Insert any pre-event prep or gamification needs required of attendees before the event.*

Just for You…

*Alert attendees of any registration materials, care packets, gifts or other items that are being sent to their homes before the event. If applicable, include instruction on how they should confirm receipt and any next steps that are required regarding the received materials.*

If you still have any questions, please reach out to [email address]. Looking forward to seeing you on [event date]!