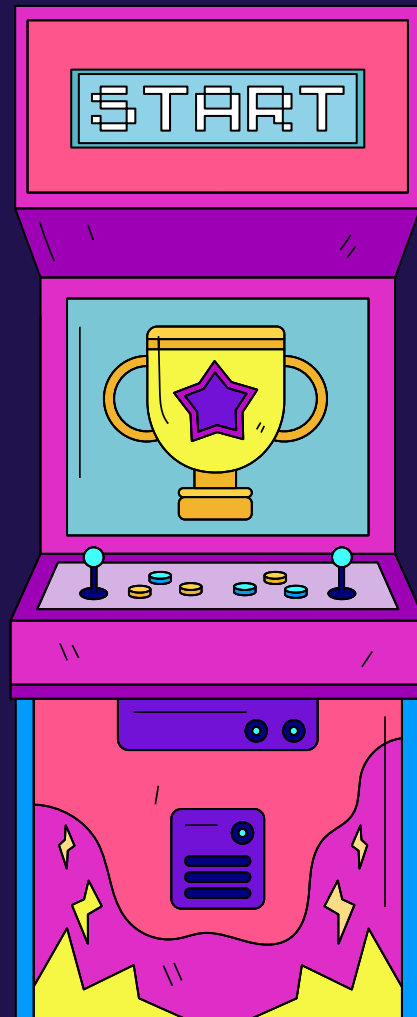


Groovin' with Emails: The Complete MarCom Playbook for Event Email Success



INSERT COIN TO BEGIN...



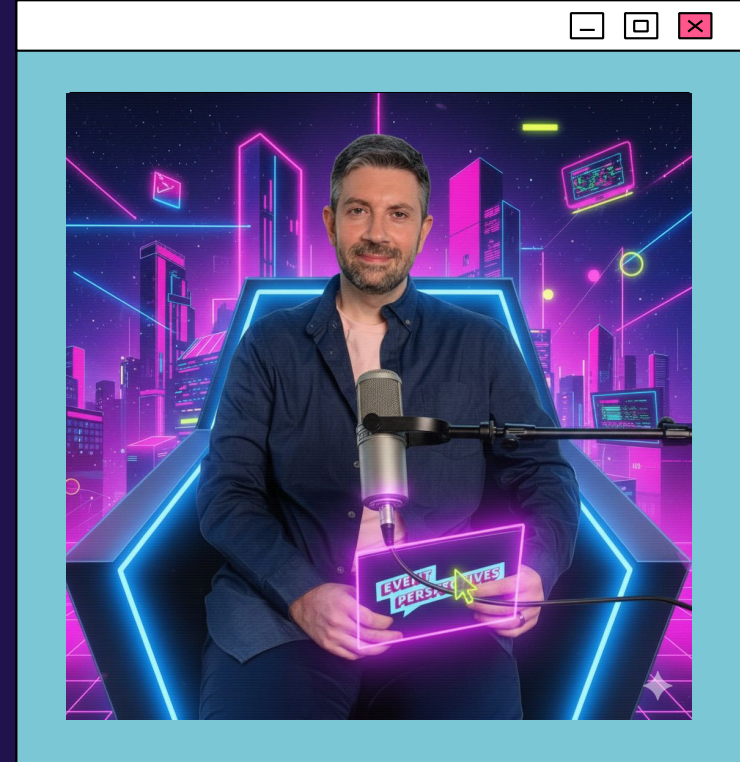
Player 1: Ghazwan



- **12+ years** Driving audience acquisition for **Docusign's** flagship customer event, Momentum, and **Oracle's** premier customer event, Oracle OpenWorld (now Oracle AI World), across North America and globally.
- **Speaker** on event marketing panels for Bizzabo, RainFocus, Goldcast, Rockway Exhibits, and other industry-leading platforms.



<https://www.linkedin.com/in/ghazwanalmoazen/>

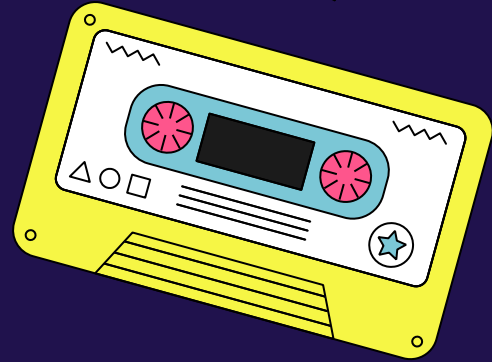


Game Rules

.....
Each region is
different

.....
Each company (&
audience) is unique

.....
What performs well this
year may not the next year



Event Emails to Send



Pre-event



Day of event



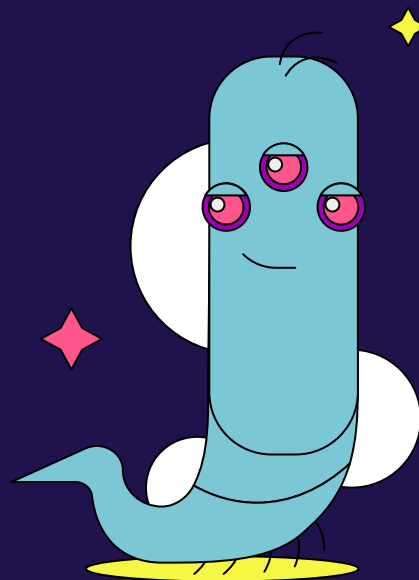
Post-event



01

Pre-Event

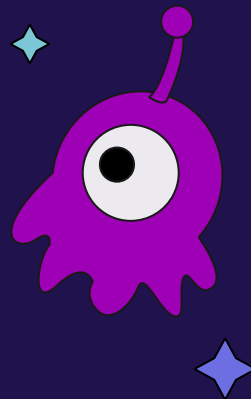
Level One Loading ...



Successful Event Demand Generation Combines

- 1- **Data-driven strategy**
- 2- **Optimized content** (AEO & SEO)
- 3- **Omnichannel engagement** pre, during and post event

Today's attendees expect personalized, meaningful experiences informed by digital touchpoints.



B2B and B2C emails are H2H



Groovin'



Marketing Channels Registration Forecast



23%

Web

27%

Email

25%

In Product

15%

Sales

10%

Earned/Owned channels



Getting Emails Ready

01 

Goals

Registration, attendance, awareness, product adoption,

02 

Audience

Customers, prospects, partners, VIPs, Top Accounts, ..

03 

Content

Event milestones, keynote, breakouts, theater sessions, ..

04 

Experience

In-person, hybrid, online, on-demand, FOMO & urgency ..

05 

Creative

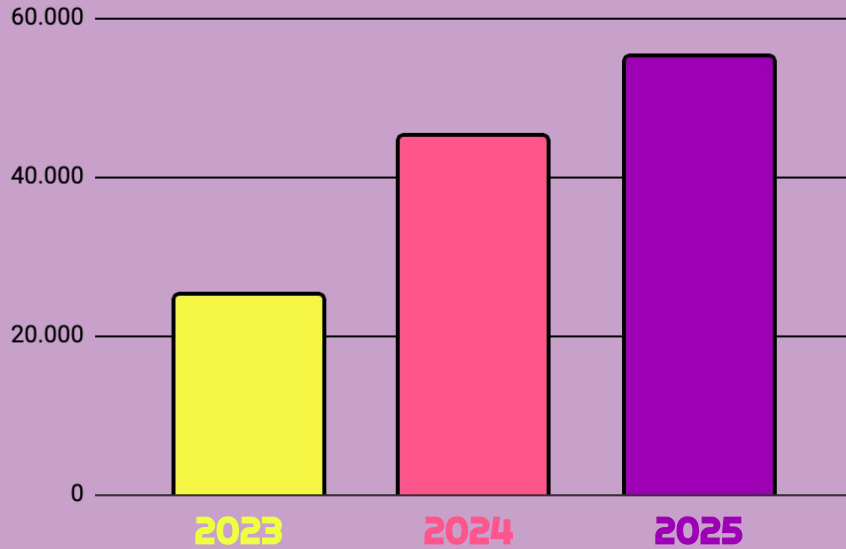
Banners, videos, animation,..

06 

Analytics

Measure everything: Opens, clicks, conversion,..

Email Performance Trends YOY



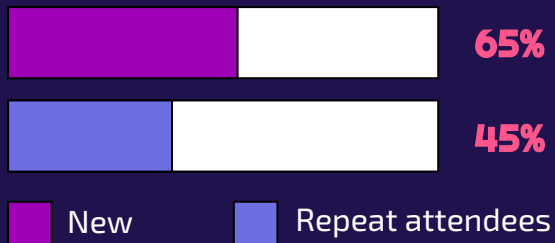
Registration %

Attendance %

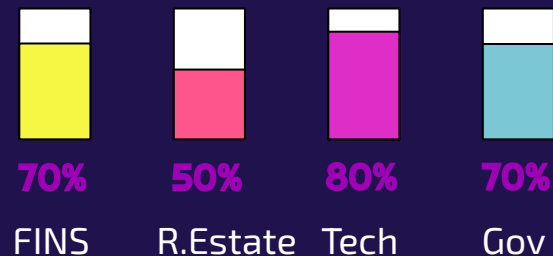


Audience Mapping

Breakdown



Industry



Line of business

IT, HR, Sales, CX, Legal, ..

Company size

VSP, SMB, MM, ENT

GEO

Country, State,

Value-based

ABM, VIP,..





"Any Week" Monthly Email Calendar

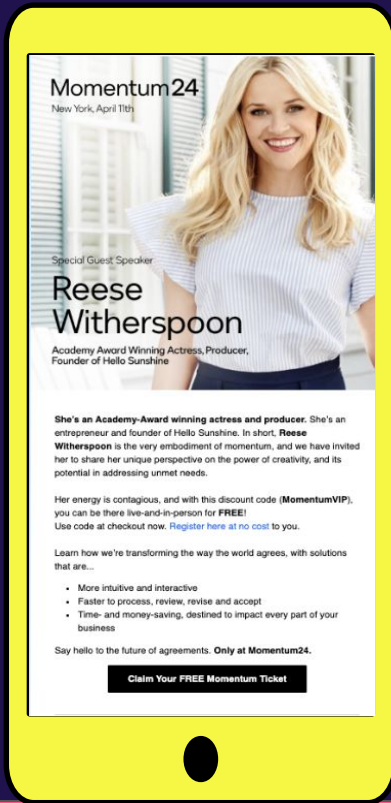
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	Repeat attendees email	Early bird/ group discount	VIP email	Partners email	Abandoned cart	C-level email
Session emails	Registrants newsletter	Speakers email	Last chance email	Geo local email	Incentives email	
KBYG email	Livestream email	Event Day	Registrants & attendees follow up	On-demand content email		





Let's roll with some examples!





Celebrity Speaker Email Example

From: Docusign Momentum

Subject line:

★ Reese Witherspoon is coming to Momentum24.

Email metrics:

- Open rate: 36%
- Click through rate: 6.5%
- Conversion: 11.4%

🔍 Simple design, clear and focused message, inviting, optimized for mobile,...





Discount Code Email Example

From: Docusign Momentum

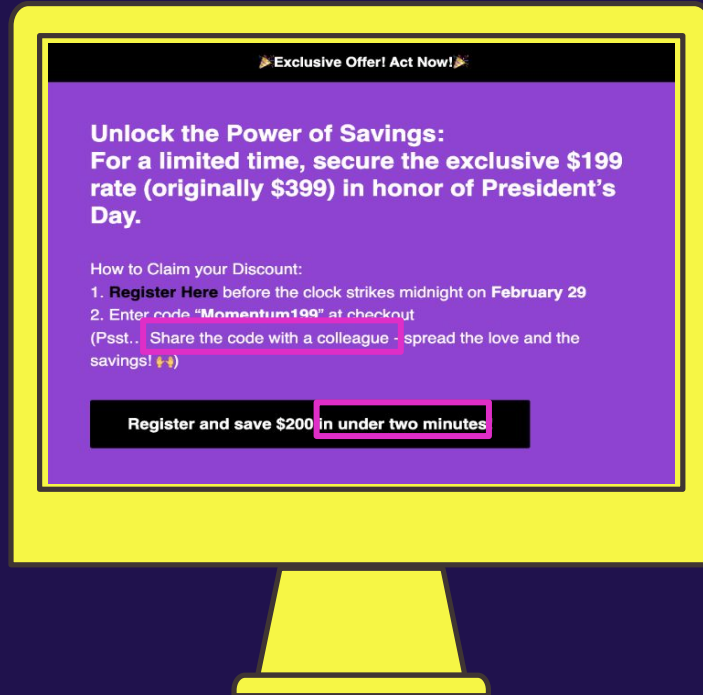
Subject line: Save \$200—President's Day
Discount Ends Soon!

Email metrics:

- Open rate: 29%
- Click through rate: 5%
- Conversion: 8%



Short, crisp, urgent, and easy to follow



Online Event Email Example

Heat map (Click map): Shows how recipients actually engage with your content, not just whether they opened or clicked.

Why this matters? It helps you optimize:

- Design/layout
- Content (high value)
- A/B testing
- CTA placement
- Performance of button vs. hyperlink



27 %

23 %

 docusign



Best of
Momentum NYC

Online, May 7

22 %

!! Final reminder: Secure Your spot for the [Best of Momentum](#) online recap on **May 7 | 9am PT | 12pm ET.**

Don't miss your opportunity to join us for a high-impact session — **all in under 30 minutes.** You'll hear:

- How Docusign **Iris, Maestro, and App Center** are transforming the future of agreements
- How customers **are leveraging AI** to review contracts and surface unique agreement data
- How **10,000+ customers** are using Docusign **IAM** to streamline agreement workflows

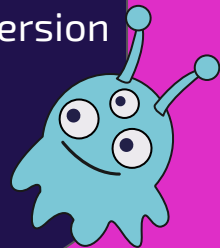
28 %

Sign up



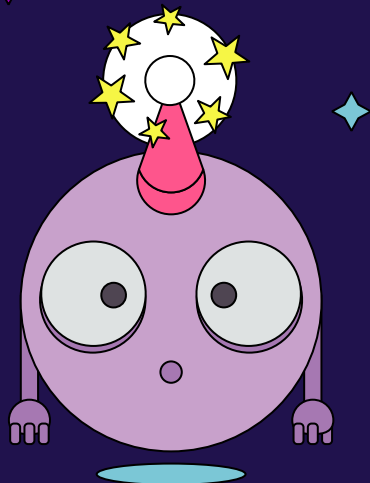
10 Email Marketing Must-Knows

- ★ More emails ≠ More registrations
- ★ More copy in email ≠ Better conversion
- ★ Segmenting (and AB testing) audience → ~25-40% better engagement rate
- ★ Mobile optimization → could avoid a drop of ~10-20% in clicks
- ★ Using animations or GIFs in emails → ~+10-15% increase in clicks
- ★ Social proof (video, customer testimonials,..) → ~10-20% higher clicks
- ★ Using first person wording in CTA (I want my ticket) → ~33% higher conversion
- ★ **Informed AI prompts gives you more engaging email content**
- ★ If you book a celebrity speaker, promote them tirelessly*
- ★ Check Jay Schwedelson's session on email Dos & Don'ts





02

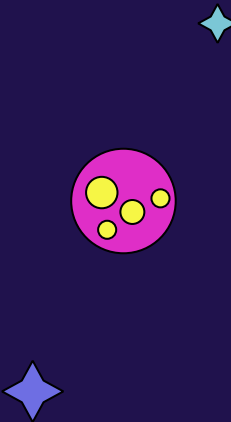


During Event

Level Two Loading ...



Transactional and Promotional Emails



Transactional
reminder email the day
before and morning of.



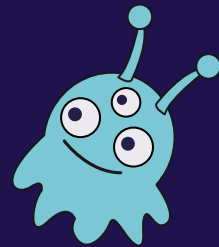
Keynote livestream
reminder email



Full day agenda
email



Post day 1,2,... recap
email





03

Post Event



Level Three Loading ...



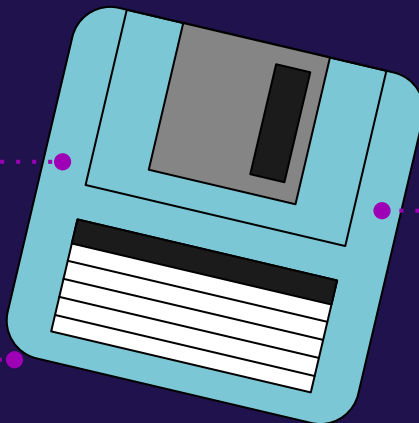


Post Event Emails



Attendee
Follow up

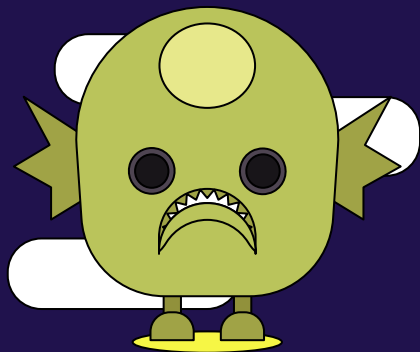
Opened previous
emails but didn't
convert



Registrants
Follow up

- On-demand Content
- Announcements
- Future events
- Other relevant content





4

metrics

Level Four Loading ...





Email Metrics Informs the Strategy!

Which segment/email had the **highest/lowest** ?

- ★ Open rate: Is the subject line engaging?
- ★ Click through rate: Is the copy and design intriguing?
- ★ Conversion rate: Is the website well optimized for conversion?
- ★ Unsubscribe rate: Is the content relevant to this audience?
- ★ Bounce rate: How can I still target that account?



“Consistent messaging across all touchpoints improves conversion and keeps event registrants engaged.”

—Savvy Marketer





**THANKS
For Playing!**

