

Conducting a Successful E-mail Promotion for Dave's Event

It's as easy as 1-2-3!

I have found that busy students need reminders even for fun, interesting events. Follow this simple e-mail campaign on the schedule I have recommended to create the best turnout for my presentation. Remember, three is the magic number!

E-mail #1 (to be sent one week out)

Do you want to learn a formula for success that can last a lifetime? Do you want to learn how to get what you want out of your education, your career and life?

Then join nationally-known student leadership speaker Dave Kelly on (date of event) in (room name or number with name of building) at (time). The (name of office or organization hosting me) is excited to present Dave in this one day only event!

This is not your typical lecture. Dave presents information in a fun, practical and humorous way that really gets audiences involved. When you come, be prepared to have a great time! You will walk away energized, with information that can last a life time.

We look forward to seeing you there!

E-mail #2 (to be sent three days out)

Are you ready to gain some exciting new insights about leadership and success?

Professional speaker and 2006 nominee for APCA's College Speaker of the Year Dave Kelly will be here for one day only on (date of event) in (room name or number with name of building) at (time).

You won't want to miss this energizing event!

E-mail #3 (to be sent the day before the event)

Want to maximize your success as a student and in life? Would you love to know how to get what you want?

Tomorrow, nationally-known student success and leadership speaker Dave Kelly will be here to show you how in this fun, humorous, informative event! Join us in (room name or number with name of building) at (time).

Don't miss out!