Cvent | Event & Session Emails [1]

May 30, 2024 by Melanie Jones [2]

Design an email template, drop in data tags, and send it once. With event emails everyone on the invitation list will receive a personalized copy, like it was written just for them.

It's important to remember, Cvent emails can only be used when sending post-registration, transactional messages. This might include registration confirmation, Know Before You Go, or post-event survey message. **Pre-Event Emails, such as Invitations or Invitation Reminders - being commercial in nature - are never sent through Cvent.** Instead, use your event weblink to promote your event [3] via Marketing Cloud.
Hosting sessions? Rather than troubling everyone on your invitation list, distribute the webinar info, send a reminder to bring questions for the panelists, or announce that the room has changed to only those who registered for an optional session. Learn more about creating sessions and session emails.