

## Cvent | Event & Session Emails <sup>[1]</sup>

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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 <sup>[3]</sup> via Marketing Cloud.

# SENDING EVENT EM

## MARKETING CLOUD

1



### PRE-EVENT EMAILS

Invitation  
Reminder  
Invitation

## CVENT

2



### POST-REGISTRATION EMAILS

Registration  
Confirmation  
Modification  
Confirmation  
Know Before  
You Go

## CVENT

3



### DECLINED REGISTRATI EMAILS

Cancellation  
Confirmation  
Regret

**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](#) [4] and [session emails](#) [5].

## Related Articles

- [Event Planner Email Address](#) [6]
- [Consider Accessibility](#) [7]
- [Creating an Event Email](#) [8]
- [Manually Sending Event Emails](#) [9]
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### Display Title:

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### Send email when Published:

No

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[4] <http://support.cvent.com/apex/CommunityArticle?id=000100510>

[5] <https://support.cvent.com/apex/CommunityArticle?id=000100420> [6] <https://www.cu.edu/blog/ecommm-wiki/cvent-event-planner-email-address> [7] <https://www.cu.edu/blog/ecommm-wiki/accessibility-best-practices>

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