

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.

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].

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- [Creating Sessions](#) [10]
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