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Designing Cvent Emails [1]



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As you may already know, all emails sent from Cvent are sent transactionally - meaning that they occur AFTER a constituent registers to attend a special event. Post-registration communications typically include at least some of the following communications:

- Registration Confirmation (and Administrator Registration Confirmation, if applicable)
- Modification Confirmation
- Cancellation Confirmation
- Event Reminder (Know Before You Go)
- Post-Event Survey or Thank You Message to Attendees

Cvent contains great out-of-the-box functionality that can help to make your event communication goals a reality, but what exactly should you include (or not include) in your emails?

What to Include in your Event Emails

Cvent offers a host of data tags [3] in its emails so that you can include the information that is most relevant to your attendees. A few that CU's event planners use most typically are as follows:

Registrant Information

- Registrant First Name and Last Name: {[C-FIRST NAME]} {[C-LAST NAME]}
- Guest Names: {[G-GUEST NAMES]}
- Total Number of People Registered in Party: {[C-NUM RESERV]}
- Confirmation Number: {[C-CONFIRMATION NUM]}

Event Information

- Event Title: {[E-TITLE]}
- Event Date: {[E-START DATE]} and {[E-END DATE]} (if applicable)
- Event Time: {[E-START TIME]} and {[E-END TIME]} (if applicable)
- Event Location: {[E-LOCATION]}
- Event Address: {[E-ADDRESS]}

Event Planner Information

- Event Planner Name: {[P-FIRST NAME]} {[P-LAST NAME]}
- Event Planner Email Address: {[P-EMAIL]}

Other non-Cvent data tag elements you might want to consider including in your emails are as follows:

- A map of your event venue (or a link to one)
- Parking information and walking instructions
- Downloadable parking pass
- Event venue information (such as food/beverage allowed inside, clear bag policy, etc.)
- Venue accessibility information
- Any other pertinent event details that your attendees need to know (arrive early, look for signs directing to venue, etc.)
- The CU logo
- A header image associated with your event

What Not to Include in your Event Emails

By default, Cvent's emails contain a few elements that you do not need to keep for your event communications. These include the following:

- The Cvent logo at in the footer of your email
- The Cvent privacy policy in the footer of your email
- The unsubscribe option in the footer of your email (since post-event communications are sent transactionally)

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- What event emails are sent through Cvent? [4]
- What is the difference between a commercial and transactional communication? [5]
- Does my Cvent email need to have an unsubscribe option? [5]

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