



## Obtaining your Copy of the IET Glos 16-17 Event Programme

From: IET Gloucestershire Volunteers <ietg@email.ietinfo.org>

▼ athiele

15/11/2016 12:12:32

Subject line clearly indicates what the email is about.

In marketing there is a desire to be creative with copy, but people who are more technically minded can respond just as well to a more direct use of language.

Try to be engaging but don't shy away from using a more direct approach if this is what you're comfortable with.

Open Preview

Email not displaying correctly? View as a [webpage](#). Please add email.ietinfo.org to your [safe senders list](#)

Engineering Communities

Communities

Upcoming events

Get involved

Contact us



# Gloucestershire Network

## 2016-17 Event Programme

Dear Example Firstname

This year we will not be sending our Event Programme in the post to IET Gloucestershire Network Members.



Instead, the latest edition of the programme can be downloaded and printed from the IET Gloucestershire website at [www.theiet.org/gloucester](http://www.theiet.org/gloucester).

Hard copies of the programme will be available at our Events

[Download 16-17 Event Programme](#)



Kind Regards,

Peter Hale, Chair  
Gloucestershire Network

▼ athiele

09/11/2016 14:31:00

The main body text is clear and concise. Often less is more. If you can keep your email short and to the point people may be more inclined to read it.

▼ athiele

15/11/2016 11:20:17

It is important to have a clear call to action.

To enhance your membership experience, follow us on:



[www.theiet.org/gloucester](http://www.theiet.org/gloucester)

Engineering Communities

Communities

Upcoming events

Get involved

Contact us

Please do not reply to this email. This mailbox is not monitored and you will not receive a response. Should you wish to contact us, [click here](#).

A message from your local IET Network

From: IET Volunteers <iet@email.ietinfo.org>

HTML

Text

Manage HTML

athiele  
15/11/2016 11:55:00

Even a more generic subject line can result in good open rates as it can make the recipients curious about the content of the email.

If your email is about one thing then it's best to reflect what that is in the subject line. However, if you have several items in your email a more generic subject line could be more suitable.

ietinfo.org to your [safe senders list](#).

[Engineering Communities](#) | [Communities](#) | [Upcoming events](#) | [Get involved](#) | [Contact us](#)



## Somerset & West Wiltshire Network

### A message from your local volunteer

Dear Example Firstname

Please find attached our Events Programme for 2016-17. This gives an overview of our activities for this season, and more details for each event will be available on our website [www.theiet.org/somerset](http://www.theiet.org/somerset). Please use the on-line registration system wherever possible if you wish to attend any of the listed events.

There is a second file attached which gives details of the new "Continuing Professional Development" (CPD) requirements, and some notes on professional registration which may be useful to you.

Attendance at most of our events is free, and can count towards your annual CPD.

If you are interested in assisting the committee as a volunteer, we would be delighted to welcome you. Please make contact by email to [stephen.j.pearson@theiet.org](mailto:stephen.j.pearson@theiet.org).

[Download Events Programme](#)

[Download CPD Letter](#)

Kind Regards,

Stephen Pearson, Volunteer  
Somerset & West Wiltshire Network

athiele  
15/11/2016 11:21:28

There is more text in this email compared to the one above, but this is because this email has two items. The text is still a good length and is written clearly and concisely.

athiele  
15/11/2016 11:57:17

We understand that you will mostly be using Adestra to market your events, but there are other things worth highlighting which can compliment your events. For example, this email mentions the new CPD policy, and how attending events can counts towards your CPD.

athiele  
15/11/2016 11:09:50

It's fine to have more than one call to action as long as they are clearly labeled, but try not to have too many links. We would suggest a maximum of 3.