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

From: IET Gloucestershire Volunteers <iet@iet.org.uk>

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.

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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.

Hard copies of the programme will be available at our Events.

Download 16-17 Event Programme

Kind Regards,

Peter Hale, Chair
Gloucestershire Network

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To enhance your membership experience, follow us on:

Facebook, Twitter, LinkedIn, YouTube

www.theiet.org/gloucester

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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

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. 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.p.pearson@theiet.org.

Kind Regards,

Stephen Pearson, Volunteer
Somerset & West Wiltshire Network

Download Events Programme  Download CPD Letter

We understand that you will mostly be using Adestro 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.

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.