



Event Planner Outreach Email Templates©

Email #1

Subject line: Edutainment for your keynote?

Hi [insert first name],

With your (insert event name) coming up, the biggest fear meeting planners have is booking a boring keynote speaker who loses the audience.

Don't be that meeting planner (insert first name).

Be the one who provides an unforgettable keynote *experience* for your audience, beyond the podium and the powerpoint.

An entertained audience is an engaged audience. Let's give them what they *really want*.

Delivering keynote experiences,

[Insert your name]

Keynote Concerts

[Insert your keynote concert website link]

Email #2

Subject lines:

Don't be that meeting planner :(

Cringe worthy meeting planner moment

Hi [insert first name],

"Make it stop".

That's the text a meeting planner sent to a colleague while the keynote speaker she hired was speaking on stage. It was a train wreck.

With your (insert event name) coming up, no meeting planner wants to be embarrassed like that.

Today, audiences want something dynamic, fresh, and engaging. That's why I provide "edutainment" by delivering Keynote Concerts.

Your audience doesn't want another dry keynote. Give them what they deserve.

Creating keynote experiences,

[Insert your name]

Keynote Concerts

[Insert your keynote concert website link]

Email #3

Subject lines:

No more dry keynotes please

Keynotes that crash

Keynote concerts

Hi [insert first name],

With your (insert event name) coming up, your audience doesn't want another flat, boring keynote.

Truth?

They want to be entertained. That's why I provide "edutainment" by delivering Keynote Concerts.

Today, attendees don't want long powerpoint presentations and dry speakers that lose the audience after 10 minutes.

They want something new and dynamic they didn't see coming from a mile away.

So let's give them what they *truly* want, yes?

Creating keynote experiences,

[Insert your name]

Keynote Concerts

[Insert your keynote concert website link]

Email #4

Subject lines:

Did you get it?

Can someone help?

Hi (insert first name),

I reached out a few times recently about delivering a "Keynote Concert" for your (insert event name), but haven't heard back.

A reply would be great. Thanks!

Creating keynote experiences,

[Insert your name]

Keynote Concerts

[Insert your keynote concert website link]

Note: If they still don't respond, continue sending slight variations of the previous email.