

Group Email Campaigns

Communicate effectively with event attendees



Effective Group Email Campaigns

Group Campaigns are an easy and effective way to communicate with your group and event attendees, whether it is a pre-arrival confirmation, a quick notification, a promotional up-sell message or a post-stay thank you. Importantly, you can capture tangible and compelling benefits:

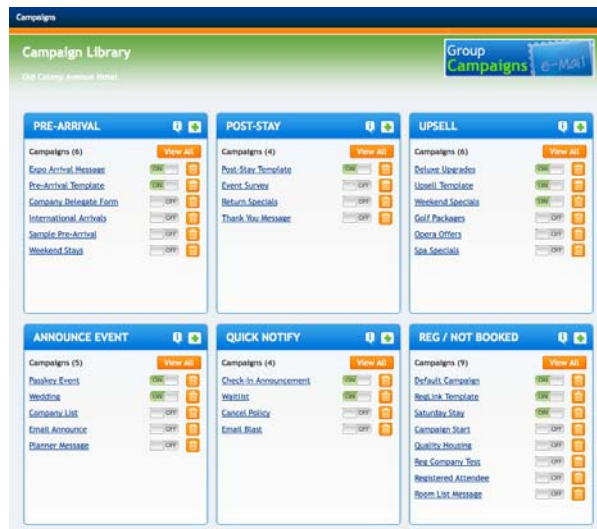
- Generate incremental up-sell revenue
- Convert event attendees into leisure guests
- Automate communication with group attendees
- Reach attendees that haven't booked housing yet
- Promote amenities and ancillary services



Unlimited Customization: Create highly professional communication by customizing campaigns with your company's branding, images and content.

Easy to Use. Professional. Pre-Configured.

- **Pre-Arrival**
Send emails to event attendees with hotel confirmation numbers, check-in information, hotel directions and offers to upgrade, extend stays or explore hotel amenities.
- **Post-Stay**
Send departing guests a 'thank you' note and include a hotel survey or discount on their next stay.
- **Up-sell**
A great way to keep attendees informed on upgrades, hotel promotions or special packages, as well as showcasing hotel amenities and other attractions.
- **Announce Event**
Alert attendees that event housing is open, and provide the link for attendees to book online in the contracted block.
- **Quick Notification**
Inform attendees of any last-minute changes or remind them of the cancellation policy.
- **Registration & Housing Notification**
If the planner has integrated their registration system with Passkey, this email will alert attendees that have registered for the conference, that they have yet to book their hotel reservation.



Unlimited Campaigns: Create as many email campaigns as needed, either as defaults that are available for all events, or as event-specific campaigns.