

Emails

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Auto-fields for emails

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On the Emails & Marketing tab, you can enable confirmation, reminder, and follow-up emails for an event. By default, the emails include the event title, the event date and time, duration, and the event link. The system uses *auto-fields* - that is, placeholders or variables - to pull in these specific details. The benefit of auto-fields is that they automatically update when you make any changes to your event title or scheduling on the Event Settings tab.

Note: For attendee portals, the registration confirmation email includes the portal URL.

To customize the information in an email, go to the Email & Marketing tab, select the type of email to enable, and then select **Send My Custom Message**. Available auto-fields are listed below the text editor.

Auto-field Reference

The format of an auto-field is __AUTOFIELD__ (the auto-field in ALL CAPS with two underscores before and after).

The following table explains the available auto-fields and the text they display.

Auto-field	Description
__TITLE__	Event title
__DATE__	Scheduled date
__TIME__	Scheduled time
__DURATION__	For Live events. The scheduled duration of the event
__EVENTLINK__	Event URL
__EVENTPASSWORD__	Registration and login password (if enabled)
__GOOGLEREMINDERBUTTON__	Add to Calendar button. Creates a new event in Google Calendar.

Auto-field	Description
__GOOGLEREMINDER__	The URL of the Google calendar reminder. Creates a new event in Google Calendar.
__REMINDERBUTTON__	Add to Calendar button. Downloads an ICS file with event details. ICS files are a universal calendar format that can be read by Microsoft Outlook, Google Calendar, and Apple Calendar.
__REMINDER__	The URL of the ICS calendar reminder. Downloads an ICS file with event details.
__REMINDERBUTTON1__	Add to Calendar button for the first custom calendar reminder
__REMINDER1__	The URL of the first custom calendar reminder. Downloads an ICS with event details
__UNSUBSCRIBEBUTTON__	An HTML link that says Unsubscribe. Opens a confirmation page for the recipient to unsubscribe from emails.
__UNSUBSCRIBE__	The full URL behind the Unsubscribe link

Registrant Auto-fields

You can personalize emails by including details captured when an attendee registers for an event or portal. Make sure the fields you want to use are required on the registration form. You can include any of these standard registration fields.

- __TITLE__
- __FNAME__
- __LNAME__

- __COMPANY__
- __ADDRESS1__
- __ADDRESS2__
- __CITY__
- __STATE__
- __COUNTRY__
- __POSTALCODE__
- __PHONE__
- __MOBILE__
- __FAX__

Send follow-up emails for an event

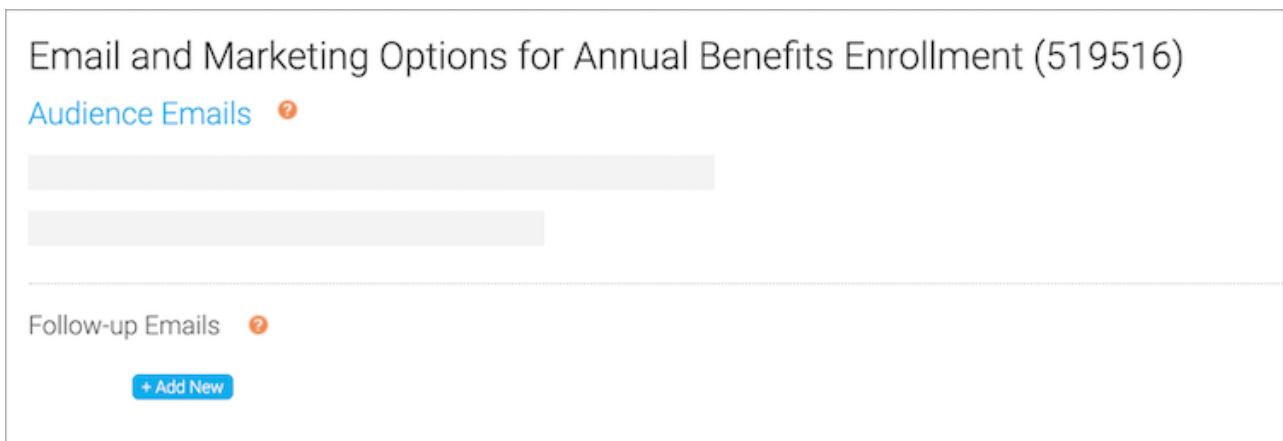
Schedule one or more emails to be sent after the event ends to promote future events, gather feedback, and reconnect with attendees. You can send emails to registrants who attended the Live event, attended the Simulated Live event, watched the On-Demand event (Live event replay), did not attend the event, or to everyone. You can also customize the subject and the body of the email and change the sender name and reply-to address.

Note: To ensure that the registration data is up to date and attendees receive the emails, schedule follow-up emails at least one hour after the event concludes.

Schedule and send follow-up emails

To schedule follow-up emails:

1. Sign in to the Webcast Admin portal and edit the event.
2. On the left panel, click the **Email & Marketing** tab.
3. In the Audience Emails section, under Follow-up Emails, click **+ Add New**.



4. In the Edit Follow-up Email window, select who you want to send the email to.
Attended Live is selected by default.

Edit Follow-up Email

Send email to registrants who:

- ☒ Attended Live
- ☐ Attended OD
- ☐ Attended SimLive
- ☐ Did not attend

5. Optional. Delete the placeholder text in the From Name, Reply-To Email, and the Email Subject fields and enter new text.
6. At the right side of the text editor, click `</>` to switch to code view.
7. Delete all the placeholder code.
8. Paste your custom code or click `</>` again to switch back to the text editor view to add text, images, or links.
9. Click **Schedule Email**, select the date and time you want to send the email, and then click **Save and Schedule Email**. You can also optionally save the email as a draft and schedule it later.

Send Follow-up Email to the selected registrants on:

08/27/2021

02 ▾

00 ▾

PM ▾

US/Eastern

Save as a Draft

Save and Schedule Email

10. Click **Save and Continue**.

Preview your work

You should always send yourself the email before sending it to attendees.

To preview the follow-up email:

1. In the Webcast Admin portal, edit the event.
2. On the left panel, click the **Email & Marketing** tab.

3. In the Audience Emails, next to the email you scheduled, click **Edit**.

Follow-up Emails ⓘ

Live

8/27/2021 02 00 PM

⌚ Status: Scheduled

Edit Save Delete

+ Add New

4. Under the text editor, next to Send a test email to, enter your email.

Send a test email to when page is saved.

5. Click **Save and Schedule Email**.

6. Click **Save and Continue**.

Send registration confirmation emails for an event

Send a registration confirmation email to attendees after they register for the event. By default, registration confirmation emails are plain text messages with the event title, date, time, duration, URL, and a link to unsubscribe from email messages. You can use the text editor and customize the message, including the sender name and email and email subject.

Note: Help registrants remember your event with an Add to Calendar button or link in the email. You can include links for Outlook and Google calendars. For more information, see [Auto-fields for emails](#).

To send registration confirmation emails:

1. Sign in to the Webcast Admin portal and edit the event.
2. On the left panel, click the **Email & Marketing** tab.
3. In the Audience Emails section, select **Enable Registration Confirmation Email**.
4. Under Send Default Text, click **View** to review the default message. To customize the message, select **Send My Custom Message** and use the text editor to add text, images, and more.
5. You should always send yourself the email before sending it to registrants. Under the text editor, next to Send a test email to, enter your email address.

Send a test email to when page is saved.

6. Scroll to the bottom of the page and click **Save and Continue**.

Send reminder emails for an event

You can send one or more reminder emails to people who registered for your event. By default, a reminder is sent 24 hours before the scheduled start time of your event. You can change the date and time the reminder will be sent and also schedule additional reminder emails. For example, schedule one reminder for a week before the event and a second reminder for the morning of the event.

Event reminders are plain text messages with the event title, date, time, duration, URL, and a link to unsubscribe from email messages. You can use the text editor and customize the message, including the sender name and email and email subject.

Notes:

- Help registrants remember your event with an Add to Calendar button or link in the email. You can include links for Outlook and Google calendars. For more information, see [Auto-fields for emails](#).
- The system sends the same reminder email for each of the scheduled dates and times. To send different reminder emails, create your reminders as follow-up emails, schedule them to send before the event starts, and select **Did not attend** to target registrants. For more information, see [Send follow-up emails for an event](#).

To schedule reminder emails:

1. Sign in to the Webcast Admin portal and edit the event.
2. On the left panel, click the **Email & Marketing** tab.
3. In the Audience Emails section, select **Enable Event Reminder Email**.
4. Under Send Default Text, click **View** to review the default message. To customize the message, select **Send My Custom Message** and use the text editor to add text, images, and more.
5. To send the reminder more than one time, click **+ Add New** and select the date and time to send it.

☒ Enable Event Reminder Email

☒ Send Default Text ☐ Send My Custom Message

[View](#)

Reminder Emails will be sent to all registrants at the scheduled time(s):

8/26/2021	01 ▼	00 ▼	PM ▼	EDT	Status: Scheduled	Save Delete
08/27/2021	08 ▼	00 ▼	AM ▼	EDT	Status: Scheduled	Save Delete

[+ Add New](#)

6. You should always send yourself the email before sending it to registrants. Under the text editor, next to Send a test email to, enter your email address.

Send a test email to

 when page is saved.

7. Scroll to the bottom of the page and click **Save and Continue**.

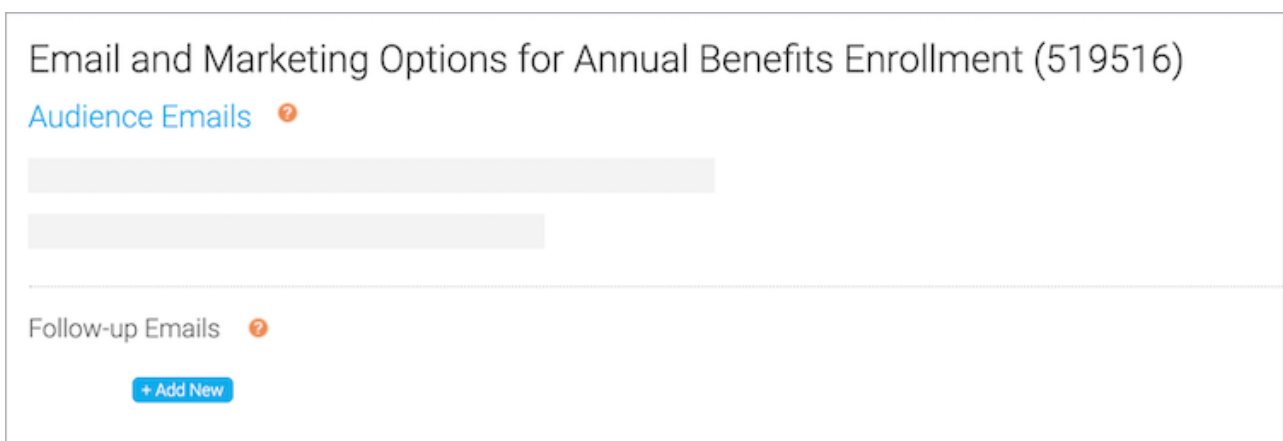
Send reminder emails for a converted Simulated Live event

When you convert a Live event into a Simulated Live event or change a Simulated Live event from live acquisition to pre-recorded content, the Event Reminder Emails option is no longer available. To send reminder emails for a converted event, create a follow-up email and use the "did not attend" option to send it to registrants (they haven't attended it yet).

Schedule and send reminder emails

To schedule reminder emails for a converted Simulated Live event:

1. Sign in to the Webcast Admin portal and edit the event.
2. On the left panel, click the **Email & Marketing** tab.
3. In the Audience Emails section, under Follow-up Emails, click **+ Add New**.



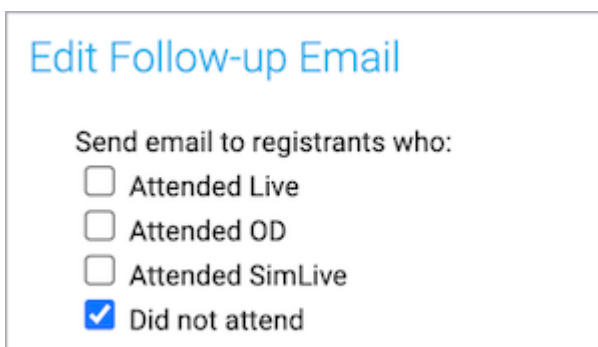
Email and Marketing Options for Annual Benefits Enrollment (519516)

Audience Emails ?

Follow-up Emails ?

+ Add New

4. In the Edit Follow-up Email window, under Send email to registrants to:, select **Did not attend** and clear the other checkboxes.



Edit Follow-up Email

Send email to registrants who:

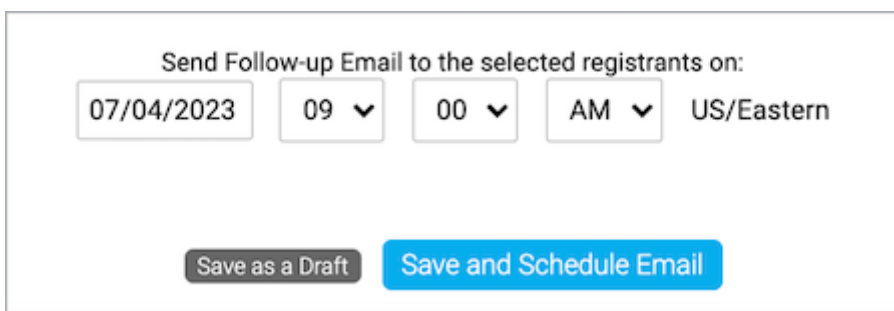
☐ Attended Live

☐ Attended OD

☐ Attended SimLive

☒ Did not attend

- Optional. Delete the placeholder text in the From Name, Reply-To Email, and the Email Subject fields and enter new text.
- At the right side of the text editor, click `</>` to switch to code view.
- Delete all the placeholder code.
- Paste your custom code or click `</>` again to switch back to the text editor view to add text, images, or links.
- Click **Schedule Email**, select the date and time you want to send the email, and then click **Save and Schedule Email**. You can also optionally save the email as a draft and schedule it later.



Send Follow-up Email to the selected registrants on:

07/04/2023 09 00 AM US/Eastern

Save as a Draft Save and Schedule Email

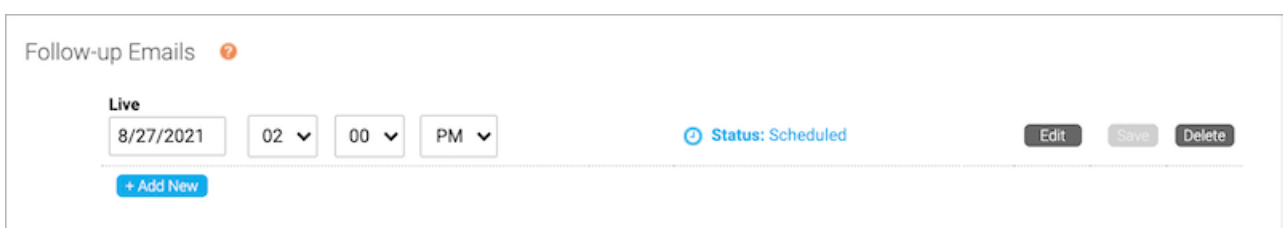
- Click **Save and Continue**.

Preview your work

You should always send yourself the email before sending it to attendees.

To preview the follow-up email:

- In the Webcast Admin portal, edit the event.
- On the left panel, click the **Email & Marketing** tab.
- In the Audience Emails, next to the email you scheduled, click **Edit**.



Follow-up Emails ⓘ

Live

8/27/2021 02 00 PM Status: Scheduled Edit Save Delete

+ Add New

4. Under the text editor, next to Send a test email to, enter your email.

Send a test email to when page is saved.

5. Click **Save and Schedule Email**.

6. Click **Save and Continue**.