



## EVENT EMAIL TEMPLATES FOR CHAPTERS

The following templates were created to assist chapters with event email outreach. Please personalize the content to fit your chapter.

### **Registration email (sent 6-8 weeks before event):**

Register now for the **Course/Event Name** on **Day of Week, Day/Month/Year**, at the **Event Venue**.

#### **Course/Event Summary**

Registration will begin at **time**. The program will begin at **time** and end at **time**.

#### **Online Registration Link**

**Downloadable Form Link** (optional)

Register by **Date** to receive a **\$\$** discount. (if offering early bird discount)

Please feel free to contact me with any questions or if I can be of any assistance to you.

Thank you!

### **Example:**

Register now for the **Federal Tax Update** on **Wednesday, January 8, 2020**, at the **Midland County Horseshoe Education Room**.

Whether you are a generalist or a tax specialist, you will take away valuable information and insights from this eight-hour program. The course will bring you up-to-date on current issues in federal income taxation affecting individuals and small business owners with emphasis on coverage and analysis of any 2019 tax legislation, both final and proposed; updates and new developments of 2018 and earlier tax law, with emphasis on developments with the *Tax Cuts and Jobs Act*; important court cases; Treasury income tax regulations; IRS revenue rulings and procedures; and more!

Registration will begin at 7:30 a.m. The program will begin at 8:30 a.m. and end at 4:30 p.m.

Click here to register online.

Download a form to register by email or mail.

Register by December 18 to receive a \$25 discount.

Please feel free to contact me with any questions or if I can be of any assistance to you.

Thank you!



**Know Before You Go Email (sent two days before event):**

**Know Before You Go— Course/Event Name**

TXCPA Location looks forward to seeing you at the Course/Event Name in Event Location! Everything you need to know is listed below to help you prepare for a successful and productive learning experience.

**Date and Time:**

Day of Week, Date at time – time

Registration begins at time

**Materials**

**Paper handouts will be available at the registration desk**

Or

**No paper handouts will be available for this conference.** Click here for event materials.

**Evaluation and CPE Certificate**

Chapter Evaluation and CPE Certificate Policy

**Event Venue**

Event Venue Name

Event Venue Address (map link) | Event Venue Phone Number

**Meals**

Light breakfast and lunch are included in your registration.

Breakfast is from time – time.

Lunch is from time – time.

**CPE Hours**

8 hours (based on actual attendance)

Upon arrival, please make sure that you sign in at the registration desk in order to receive CPE credits. If you leave early, you must sign out.

**Recommended Attire**

Casual attire is acceptable for the program. We do recommend that you dress in layers as temperatures in meeting rooms can vary. Please bring a sweater or jacket to ensure comfort.

**Cancellation Policy**

Chapter Cancellation Policy if you have one.

If you have any questions or concerns, please don't hesitate to contact me.

Have a great day and we look forward to seeing you,

**Example:**

TXCPA Permian Basin looks forward to seeing you at the 2019 TXCPA Permian Basin CPE Expo in Odessa! Everything you need to know is listed below to help you prepare for a successful



and productive learning experience.

**Date and Time:**

Wednesday, November 6 at 8:30 a.m. – 4:30 p.m.  
Registration begins at 7:30 a.m.

**Materials**

**No paper handouts will be available for this conference.** Click here for event materials.

**Evaluation and CPE Certificate**

You will receive a link with the conference evaluation during the afternoon of November 6. The CPE certificate will be located on the last page of the evaluation.

**Event Venue**

Odessa Country Club  
1 Fairway Dr, Odessa, TX 79765 ([Map](#)) | 432-272-4500

**Meals**

Light breakfast and lunch are included in your registration.  
Breakfast is from 7:30 a.m. – 9:00 a.m.  
Lunch is from 12:00 pm. – 1:00 p.m.

**CPE Hours**

8 hours (based on actual attendance)  
Upon arrival, please make sure that you sign in at the registration desk in order to receive CPE credits. If you leave early, you must sign out.

**Recommended Attire**

Casual attire is acceptable for the program. We do recommend that you dress in layers as temperatures in meeting rooms can vary. Please bring a sweater or jacket to ensure comfort.

**Cancellation Policy**

Participant Cancellations, Transfers and Substitutions will be accepted at no charge ON or BEFORE the program date by contacting the TXCPA CPE Infoline at 800/428/0272, Option 1.  
**NO-SHOWS FORFEIT THE ENTIRE REGISTRATION FEE.**

If you have any questions or concerns, please don't hesitate to contact me.

Have a great day and we look forward to seeing you,



**Evaluation and Certificate Email (sent at the end of the event for those using Survey Monkey or another program):**

Thank you for attending **Course/Event Name** today.

Please click the following link to complete the course evaluation: **Insert Link**

The last page of the evaluation is the CPE Certificate. Please make sure you print this page for your records.

If you have any questions, please contact TXCPA **Location** at **phone number**.

**Example:**

Thank you for attending the **Federal Tax Update** today.

Please click the following link to complete the course evaluation:

<https://www.surveymonkey.com/r/DDBZKLN>

The last page of the evaluation is the CPE Certificate. Please make sure you print this page for your records.

If you have any questions, please contact TXCPA at 800.428.0272.

**Post Event Email to Nonmember CPAs (sent the day after the event):**

Thank you for attending **Course/Event Name** yesterday! It was a full and successful day, and we're glad you were there.

We appreciate your support of this event! If you have any suggestions for future topics, or any questions about the TXCPA **Location**, please feel free to contact me.

We hope to see you soon at one of our **upcoming chapter programs**. (include link to chapter website.)

Thank you!

**Example:**

Thank you for attending the Governmental Accounting, Reporting & Auditing Update yesterday! It was a full and successful day, and we're glad you were there.

We appreciate your support of this event! If you have any suggestions for future topics, or any questions about TXCPA Permian Basin, please feel free to contact me.

We hope to see you soon at one of our **upcoming chapter programs**.

Thank you!