

# Expert Content Strategy Guide

*Event Templates*

*May 2026*



## Communication types: Email

Expert Content's event email templates are designed to showcase a variety of events in a visually engaging format, helping financial professionals build community presence, demonstrate thought leadership, and create networking opportunities with prospects, clients, and referral partners. Multiple variations are available in the Email Template Gallery for promoting events such as educational workshops, seminars, community celebrations, networking opportunities, and professional development activities.


Each email template includes imagery placeholders, date/time information, descriptions, and call-to-action buttons. The templates are designed to showcase one or more events, conferences with multiple sessions, or event series, but each template can be modified or used as a base to promote your specific events. Easily update the content for your organization's individual needs including swapping header and email signature blocks, adjusting colors, and adding or removing elements.

Admins can create event emails on behalf of their users and deploy with campaign tools or, allow users to edit and send their own events.

# Email Templates

Overview of all available email event  
template styles and options





## MOMENTUM: THE SUMMIT


Driving ideas forward through learning, innovation, and shared experiences

|                                                                                                                                                                                     |                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| <b>Agenda</b>                                                                                                                                                                       | <b>The Time</b>                         |
| Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quod eum eius numquam sint dolore voluptatibus beatae ab ad, dignissimos fugiat? Nisi odio commodi debitis eveniet tenetur | Monday June 22, 2026<br>9:30am - 1:30pm |
|                                                                                                                                                                                     | <b>The Place</b>                        |
|                                                                                                                                                                                     | Inter&Co Stadium                        |

Event Template - Single Event with Agenda

Join us for


## THE SUMMIT



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|                                                                                                         |                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| <b>7.26.26   12PM</b>                                                                                   | <b>RSVP Early for Perks</b>                                                                                                              |
| Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quod eum eius numquam sint dolore voluptatibus | Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quod eum eius numquam sint dolore voluptatibus beatae ab ad, dignissimos fugiat |
| <b>PHOENIX, AZ</b>                                                                                      |                                                                                                                                          |
| 7611 W Thomas Rd.                                                                                       |                                                                                                                                          |

Event Template - Single Event Promotional



WHERE INNOVATION AND INSPIRATION COME TOGETHER

## ELEVATE: THE INDUSTRY

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3711 TRAVIS ST, HOUSTON, TX 77002

7.10 | 12PM

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[MAKE SURE TO RSVP HERE](#)

Event Template - Single Event Hero

# Big Business Event

12th March 2026

1pm - 8pm


### Schedule of the day

1pm  
Lorem ipsum dolor sit amet, consectetur adipisicing elit.

3pm  
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4pm  
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6pm  
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925 H St NE #5,  
Washington, DC  
20002

Parking  
Lorem ipsum dolor sit amet, consectetur

Event Template - Event Schedule


Company Business Presents



ONLINE  
**BUSINESS  
CONFERENCE**

Denver, CO | 22 June 2026 | Friday | 10A - 4P

**Meet Our Speakers**




**Main Topics**

**Risk Management**

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**Market Trends**

Event Template - Multi-Topic Event

 **EXPERT**CONTENT


**Media Team Admin**  
Marketing

A FULL SCHEDULE OF EVENTS

**This Week!**


**BUSINESS CONFERENCE**

**21 MONDAY**



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus quis purus mauris. Maecenas pharetra tempor arcu sit amet ullamcorper. Maecenas congue, dui quis auctor tristique, tortor elit consectetur est, sed tincidunt dolor libero vel neque. Nam quis diam eu augue volutpat auctor et vel mauris.

**22 TUESDAY**



In vulputate et sem sit amet auctor. Aliquam eleifend vel dui eu mollis. Phasellus ornare, justo ac feugiat tempor, nisi ligula commodo nulla, eu rhoncus orci purus sed justo. Curabitur euismod eros odio, a pharetra leo congue sed. Vivamus sit amet dolor suscipit, suscipit leo ut, porta tellus.

Event Template - Multi-Day or Multiple Events

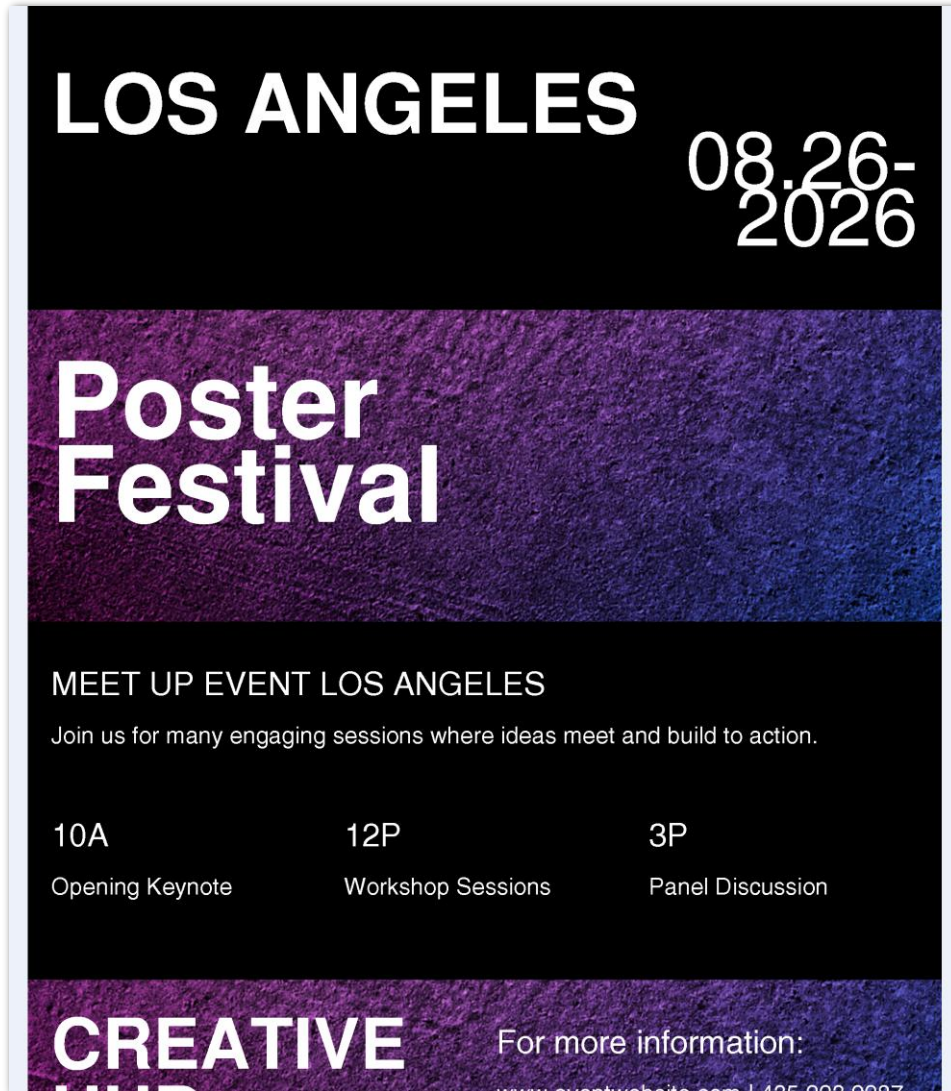


Event Template - Major Event Announcement



Event Template - Multi-Speaker  
or Multi-Topic Event

# Event Emails



**LOS ANGELES** 08.26-2026

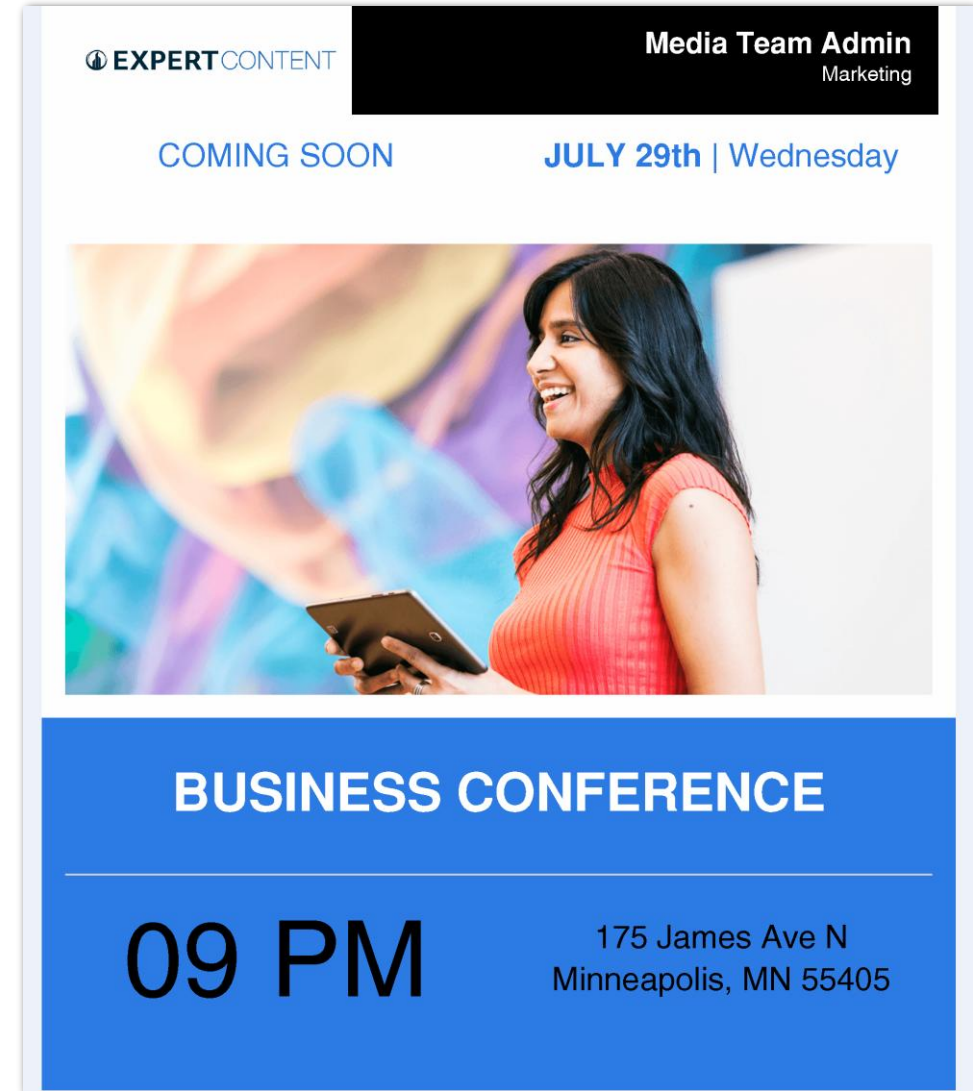
# Poster Festival


MEET UP EVENT LOS ANGELES  
Join us for many engaging sessions where ideas meet and build to action.

|                 |                   |                  |
|-----------------|-------------------|------------------|
| 10A             | 12P               | 3P               |
| Opening Keynote | Workshop Sessions | Panel Discussion |


**CREATIVE** For more information:  
[www.eventwebsite.com](http://www.eventwebsite.com) | 425.000.0007

Event Template - Modern Event Announcement



 **EXPERT**CONTENT **Media Team Admin**  
Marketing

COMING SOON **JULY 29th** | Wednesday



# BUSINESS CONFERENCE

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**09 PM** 175 James Ave N  
Minneapolis, MN 55405

Event Template - Coming Soon Event Teaser

# Email Examples

Use cases, template features, customization options, and suggested event types for specific templates.



# Event Email Examples

 **Media Team Admin**  
Marketing

EVENTS COMING UP

## This Month!

Learn more, network, and have fun...



**JULY 1: WORKSHOP WEDNESDAY**

This month's Workshop Wednesday is all about managing client relationships together. Learn strategies for co-managing difficult personalities, asking the right discovery questions, and creating seamless handoffs that elevate the client experience.



**JULY 5: INDEPENDENCE DAY PARADE**

Join me at the community celebration! I'll be at the Independence Day parade connecting with local families. Great opportunity to network, meet potential clients together, and show our community partnership.



**JULY 8: NATIONAL FINANCIAL AWARENESS DAY**

Help me kick off Financial Awareness Month by encouraging homebuyers to schedule a free consultation hour. I'll help clients understand mortgage rates, refinancing options, or homebuying readiness.



**JULY 15: REALTOR WEBINAR**

This month's webinar focuses on what's new in lending. Join me for a free 30-minute webinar covering recent loan program changes, underwriting updates, and strategies to help your buyers close faster. Perfect for your team meeting or continuing education.



**JULY 23: LUNCH & LEARN**

This month's Lunch & Learn is all about Construction Loans. Designed for agents working with builders or buyers considering new construction. I'll break down construction-to-perm loans, builder incentives, and how to position these opportunities with clients.

*If you are interested in partnering with me on future industry presentations or client-facing events, please don't hesitate to reach out!*

## Event Template – Multi-Day or Multiple Events

**Use Case:** Promote multiple events happening within a short timeframe (week or month) where you want to showcase a variety of opportunities in a scannable, organized format. Ideal for active professionals hosting regular events or organizations with packed calendars.

### Template Features & Customization:

- **Header Section:** Customizable "This Month!" or "This Week!" headline with tagline and timeframe context
- **Repeating Event Blocks:** Stackable event rows, each featuring:
  - Professional headshot or event-related imagery
  - Date/day identifier with customizable accent color bar
  - Event title/name
  - Event description with key details and benefits
- **Alternating Background Colors:** Visual separation between events (can be customized to match branding)
- **Consistent Layout:** Uniform structure makes it easy to scan multiple events quickly
- **Footer Messaging:** Optional closing text for additional context or call-to-action
- **Flexible Event Count:** Add or remove event blocks based on your calendar (typically 3-6 events work best)

### When to Use:

- Monthly or weekly event roundups for active networkers or educators
- Showcasing a diverse event calendar (workshops, webinars, community events, networking)
- Targeting audiences who appreciate having multiple attendance options
- Building awareness of ongoing educational or community engagement programs
- Establishing yourself as an active, involved professional with regular touchpoints
- Real estate agents, loan officers, or financial advisors hosting multiple client education sessions

Join us for a

## NETWORKING EVENT



Join fellow mortgage professionals, real estate agents, title officers, and financial advisors for lunch to make meaningful connections. Whether you're looking to build your referral network, share industry insights, or simply connect with peers who understand the challenges and opportunities in today's market, this relaxed mixer creates the space for authentic professional relationships to grow.

**7.26.26 | 12PM**

Kick off with a buffet lunch and open networking. No formal program—just quality time to meet new contacts, reconnect with familiar faces, and have real conversations about what's working in your business right now.

**PHOENIX, AZ**

7611 W Thomas Rd,  
Phoenix, AZ 85033

**RSVP Early for Perks**

Register by July 19th and you'll be entered to win a gift basket valued at \$150, plus receive early access to our attendee directory so you can identify key connections before the event. Spots are limited to ensure quality networking opportunities.

[RSVP HERE](#)

## Event Template - Single Event Promotional

**Use Case:** Promote standalone networking events, workshops, conferences, summits, or professional development opportunities where you want to highlight one main event with detailed information.

### Template Features & Customization:

- **Event Title:** Prominent header with customizable color accent to match your event theme or branding (e.g., green for networking events, neutral tones for professional conferences)
- **Hero Image:** Large featured image placeholder - replace with event-specific imagery that sets the tone (casual networking, formal conference, etc.)
- **Event Description:** Detailed section for event overview and key messaging
- **Two-Column Details Layout:** Date/time and location in left column; RSVP incentives, registration details, or attendance perks in right column
- **CTA Button:** Clear call-to-action for registration or RSVP - adjust button text and color to match your branding

### When to Use:

- Single-day events requiring detailed promotional information
- Events where location and timing details are critical
- Situations where you want to emphasize special registration incentives or early bird perks
- Networking events, lunch-and-learns, workshops, or professional conferences


# Event Email Examples

## HOMEBUYER 101: YOUR QUESTIONS ANSWERED


**15**  
MARCH

Curious about buying your first home but not sure where to start? Join us for a relaxed, no-pressure evening where we break down the basics. Learn what it really takes to buy a home, get straight answers about costs and qualifications, and walk away knowing your next steps.

**THE PLACE**  
2893 Roslyn St,  
Denver, CO 80238  
**Horizon Community Center**  
This free workshop covers the essentials in 90 minutes — no fluff, just practical information you can use. We'll talk about credit, down payments, mortgage options, and what the process actually looks like from pre-approval to closing. Bring your questions, grab some refreshments, and get the clarity you need to move forward with confidence.



**Larry Richardson**  
Loan Officer, Expert Mortgage



**THE TIME**  
**Thursday Evening, March 15th**  
5p Welcome & Cocktail Hour  
6p Credit & Qualifications  
7p Down Payments & Loan Programs  
8p The Buying Process

**Adrienne Sadler**  
Real Estate Agent, ABC Realty

## Event Template - Multi-Speaker or Multi-Topic Event

**Use Case:** Promote educational workshops, seminars, or multi-session events that feature multiple speakers or hosts and require a detailed agenda or schedule breakdown.

### Template Features & Customization:

- **Event Title & Date:** Large, bold header with customizable colors and date callout in the upper right corner
- **Event Overview:** Brief description section in the header area to set context and expectations
- **Location Section ("THE PLACE"):** Address, venue name, and detailed event description with speaker/host headshot and credentials
- **Schedule Section ("THE TIME"):** Day-by-day or hour-by-hour agenda breakdown with session topics and timing
- **Multiple Speaker/Host Areas:** Two featured professional headshots with names and titles/roles
- **Color Blocking:** Alternating background colors to separate sections and create visual interest
- **Flexible Layout:** Sections can be customized with different color schemes to match branding or event themes

### When to Use:

- Multi-day conferences or seminars with detailed schedules
- Educational workshops featuring multiple presenters or co-hosts
- Events requiring clear agenda communication (time blocks, session topics)
- Professional development programs with structured curriculums
- First-time homebuyer classes, mortgage education seminars, or financial literacy workshops



YOUR JOURNEY TO HOME OWNERSHIP STARTS HERE

## FIRST-TIME HOMEBUYER WORKSHOP

3711 TRAVIS ST, HOUSTON, TX 77002

7.10 | 12PM

Thinking about buying your first home? Join us for a **free educational workshop** designed to demystify the homebuying process. Learn about mortgage options, down payment assistance programs, credit requirements, and what to expect from pre-approval to closing day. Our **panel of local experts** — including lenders, real estate agents, and title professionals — will answer your questions and provide the knowledge you need to **make confident decisions about homeownership**.

Light refreshments provided. Bring your questions!

**RSVP TODAY TO SAVE YOUR SPOT**

## Event Template - Single Event Promotional

**Use Case:** Promote high-impact, single events where visual storytelling and atmosphere are key to driving attendance. Ideal for conferences, major workshops, or signature events that benefit from dramatic imagery.

### Template Features & Customization:

- **Full-Width Hero Image:** Large, impactful header image that sets the tone and showcases event atmosphere, venue, or audience engagement
- **Event Tagline:** Customizable subtitle or value proposition below the hero image
- **Event Title:** Bold, prominent headline with customizable typography and color
- **Location & Date/Time:** Clearly displayed venue address and event timing with accent color options
- **Event Description:** Substantial text area for detailed event information, benefits, speakers, topics covered, or what attendees will gain
- **Additional Details:** Space for logistics like refreshments, parking, what to bring, or registration incentives
- **CTA Button:** Full-width call-to-action button with customizable text and color
- **Clean, Centered Layout:** Streamlined design puts focus on content without competing visual elements

### When to Use:

- Flagship events or signature programs that need strong visual appeal
- Educational workshops requiring detailed description of content and benefits
- Industry conferences or networking events with compelling venue/atmosphere imagery
- Events targeting specific audiences (first-time homebuyers, real estate professionals, investors)
- Situations where the event image tells an important story about scale, professionalism, or community