

## *At a Glance*

**Your guests' experience starts long before event day.**

Guest Communication Support helps guests feel informed, confident, and excited to attend by pairing clear strategy with well-timed, on-brand pre-event messaging. We partner with your team to shape what's communicated, when it's shared, and how it sounds, ensuring every message feels intentional and aligned with your event goals.

STREAMLINE  
*Guest*  
COMMUNICATION

## *Key Objectives*

- Help your team proactively address common questions and expectations before event day.
- Support a clear, consistent flow of guest communications.
- Ensure every message reflects your organization's voice and priorities—so guests feel informed, prepared, and cared for.
- Reduce the time and effort required to draft and sequence pre-event emails—without sacrificing quality or voice.

## *What's Included*

- ✓ **Discovery & Scope Confirmation:** A brief conversation to confirm goals, audience segments, preferred tone, number of emails needed, and whether visual elements will be incorporated.
- ✓ **Pre-Event Email Series (4–6 Messages):** Drafted email copy for registered guests, typically including confirmation, reminders, and expectation-setting messages tailored to your event and audience.
- ✓ **"Know Before You Go" Communication:** A comprehensive message covering timing, parking, accessibility, arrival details, and on-site activations. Visual references—such as maps, schedules, or graphics—may be included based on scope.
- ✓ **Optional Email Build & Scheduling Support:** Your team can send the emails using your existing platform, or you may grant Palmer Event Solutions access for us to build and schedule emails on your behalf.
- ✓ **Review & Refinement:** You review and approve all copy and visual components before anything is sent. Final deliverables are provided in an easy-to-use format for uploading and scheduling.



SCALEABLE FEE  
**STARTING AT \$1,675**

**INTERESTED IN ADDING THIS SERVICE?**  
LET YOUR PROJECT LEAD KNOW!