

Pre-Conference Sequence

To presenters:

Long

Subject: Connecting at ASU-GSV

Hi [first name],

I saw your presentation on [topic] listed on ASU-GSV's agenda for the digital conference and wanted to reach out. Add personalized message here

In the global shift to distance learning, the demand for high-value educational videos is higher than ever. We know [company's, non-profits, publishers] like yours are looking for easy ways to add video to your [digital titles, digital curriculum, digital products] to make the learning experience more engaging for students.

Boclips is an ed-tech company that partners with organizations to help them use educationally relevant videos from top brands (TED, Smithsonian, PBS Digital Studios, Dow Jones, and hundred's more). We can help with every stage of the process from research and curation, to video editing and localization, to platform integration.

I'd love to learn how video fits into your plans for the rest of the year and into 2020, and show you how we've helped organizations like [see below**] improve their [engagement, usage, growth] with video.

Let me know if there's a time that suits.

[Your name & title]

****List according to company category:**

- If publishers: Pearson, Nelson Education, Savvas, Oxford University Press, McGraw Hill
- If eTextbooks: Kortext, Infobase, VitalSource
- If edtech: Classera, Lightsail, Nearpod, Newsela, ViewSonic
- If higher ed: Kortext, VitalSource, EBSCO,

To attendees:

Hi [first name],

I saw you were going to be attending ASU-GSV and wanted to reach out. {{Personal Statement based off of what I found out from researching them and their company online.}}

Based on what I saw about you online, it seems like it could be worthwhile to connect for a few minutes next week. I work with Boclips and we help organizations find, license, and use educationally relevant videos from top brands, like TED, Smithsonian, PBS Digital Studios, Dow Jones and more.

Let me know if you are interested in connecting online. I look forward to meeting you and hearing more about video fits into your plans.

[Your Name]

Follow-up

Hey [first name],

I wanted to circle back around on this. Let me know if you would be interested in meeting up. If your schedule is too packed with events, perhaps we can find a time after ASU-GSV?

[Your Name]

Follow-up after presentation

Subject line: great c

Hey [first name],

I wanted to circle back around on this. Let me know if you would be interested in meeting up. If your schedule is too packed with events, perhaps we can find a time after ASU-GSV?

[Your Name]

Post-Conference Sequence

Hey [first name],

We never got to connect at ASU-GSV, but I wanted to circle back around one last time. Based on what I can see about you online, it seems worthwhile for us to connect because [enter info about why relevant].

Let me know if you are still interested in talking sometime.

[Your Name]
