Event announcements and email campaigns

Status: Current product help

Publishing an event page makes the page available according to its visibility settings. Announcing it by email is a separate workflow: prepare the message, review who will receive it, and approve its delivery. You need the event's email permission to do this; routine announcement approval does not require Joe or Jake to approve the event.

Prepare and review an announcement

1. Open the exact event's editor and use its announcement control. An existing draft can show **Continue announcement**.
2. Choose the offered format: an AI-crafted invitation or the full event page. These are alternatives for the original announcement.
3. Review the copy and event details. For an AI draft, you can edit the subject, inbox preview and message, or request a shorter, more technical or more detailed version.
4. If the event changed, use **Refresh draft** or **Refresh from event**, as shown. Resolve items under **Fix before approval** and wait for generation/review to finish.
5. Select **Review send**. Check the audience, exclusions, distribution and send time, including the displayed timezone.
6. Select **Approve & send announcement** or **Approve & schedule announcement**, as appropriate.

Approval checks the current published event, reviewed copy, permissions and delivery settings. For example, unpublished edits, a stale draft, disabled chapter email or an event less than an hour away can block approval. Scheduled announcements must be in the future and at least one hour before the event. Use the explanation beside a disabled button to find the specific issue.

When a draft or send is blocked

If generation fails, use the displayed retry or saved-version option. If the event facts changed, refresh the draft and review it again. A permissions error needs the chapter/event access checked; it is different from a draft needing review.

Once delivery has started, open the existing campaign's history to check progress. A follow-up is a separate email with its own audience review. Starting another announcement is not the recovery procedure for a campaign already underway. Before delivery starts, an available **Pause & edit** control returns an approved announcement to editing; it does not recall messages already delivered.

Targeted follow-up emails

Custom Email Campaigns offer audience filters where available. **Previously attended this chapter** refers to people who were given permission to attend a past chapter event. **Previously QR scanned at this**

chapter is the narrower group with a recorded QR check-in. Review the resulting audience and exclusions before sending; approval to attend and recorded physical attendance are different facts.

Use the message preview to check formatting. A page's formatting and the email composer's supported formatting can differ. For sponsor engagement, use voluntary opt-in offers rather than exporting attendee email lists. See Permitted attendee sharing.

What attendees should expect

An event announcement is an invitation to learn about or apply for an event. It does not by itself confirm your place. Check the event page for your registration status and follow Attending an event if a confirmation is missing.

For organizers, **approved**, **queued**, **sent**, provider delivery and inbox receipt are different stages. Check the campaign's actual report before concluding that everyone received an email. Some campaigns track clicks without tracking opens, so an unavailable open count does not mean nobody read the message.

For the separate post-event automation, see Review or skip a recap email. For your personal organizer sending address, see Organizer email.