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# Brazen Emails: Reaching Out to Your Representatives



# Representative Emails

## Overview

Congratulations, you've successfully created an event! But before you sit back and relax: you'll need to get your Representatives up to speed.

The good news is Brazen is here to help! Our event platform sends helpful emails to your Representatives before, during, and after your event. These emails provide links to log into the event and attend a training session.

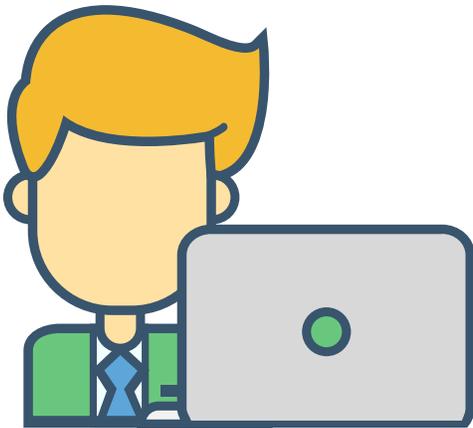
To help take the legwork out of event execution, Brazen has a dedicated [Customer Support website for Representatives](#). This site is the go-to-resource on how to participate in a live event as a Representative. It is chock-full of best practices and tips, allowing you to focus on marketing your events, while remaining confident that your Representatives will receive the necessary information to make your event a success!



# Representative Emails

## What is a Representative?

A **Representative** is a participant in your event who represent a group, company, organization or discussion topic.



A Representative is *always* assigned to one or more booths in an event and acts as a leader or focus of discussion in that booth.

Representatives are typically permitted to engage in more than one chat at a time, while the exact number is customizable by the Account Admin on the account.

A **Representative** can only be invited to the following Event Types:

**Mixed Networking**

**Open House**

**Expo**

A Representative **cannot be added to a Peer Networking Event Type (A:A)**, since that event type brings together only one peer group (alumni, students, members, etc).

By this definition, a **peer group** is collection of event participants that are considered to be peers. Representatives can only be added to events that feature two peer groups (Mixed Networking, Open House and Expo).

# Representative Emails

**Note:** For Expo and Open House Event Types, you can also assign Booth Owners to Booths.

When added, a **Booth Owner** serves as the primary point of contact for a booth. He or she is responsible for booth content and has access to a designated booth(s) to add content and opportunities.

It's important to note that *being assigned as a Booth Owner does not give you Representative privileges*. If you are a Booth Owner and want to participate in an event, be sure to add yourself as a Representative.

Learn how to add a Representative to a Booth [here](#).

## What emails to Representatives receive?

Representatives of your events will receive 4 emails.

The initial email inviting a Representative to join your event comes in two versions: 1. Version for Representatives New to the Brazen Platform and 2. Version for Representatives Who Have Participated in a Brazen event before.

# Representative Emails

The process is as follows:

1. Invitation to Join
2. Registration Confirmation
3. 24-Hour Instructional Reminder Email
4. Post Event Survey/Follow Up

## 1. Invitation to Join as a Representative

This email is sent by adding a Representative's name and email address to a booth(s). If the Representative is new to Brazen, he or she will be prompted to log in and create their account.

If the Representative has participated in a Brazen event before, he or she will receive a link to log into the event and a list of trainings and best practices to prepare for the event (note: there is no need to create a new account if you have an existing one).

## 2. Registration Confirmation

Once a new Representative has created an account, they can register for events held on the Brazen platform. Upon registering for an event, they will receive a Registration Confirmation email.

# Representative Emails

Please note, all Representatives will receive this email, regardless of whether this is their first Brazen event or not.

## 3. 24-Hour Instructional Reminder

All Representatives will also receive a final reminder email 24-hours prior to the start of the event. This will include links to join an upcoming training session, watch instructional training videos or brush up on best practices prior to the event.

## 4. Post Event Survey/Follow Up

Fifteen minutes after an event ends, all your Representatives will receive an email informing them of the follow-up options available to them in the platform and asking them to fill out a quick two-minute survey

# Representative Emails

Exhibit 1.0 Process flow for Emails sent to Representatives

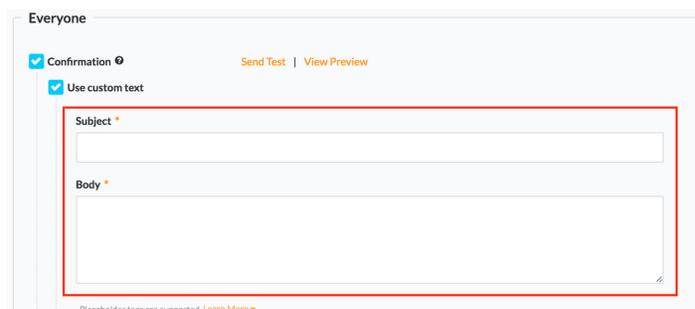


# Representative Emails

## Email Settings

Email settings can be managed for each event in Control Center. Simply navigate to your event, navigate to "Settings" and click on "Emails."

You have the option to choose the "from name" and "reply-to address" for your event email reminders. These emails will be sent from "noreply@brazenconnect.com," but you can customize the name of the sender. By default, all emails from your existing templates and events will be sent from "Brazen" and "no-reply@brazenconnect.com."



The screenshot shows the email settings interface for an event named "Everyone". At the top, there are two checked checkboxes: "Confirmation" and "Use custom text". To the right of these checkboxes are the links "Send Test" and "View Preview". Below the checkboxes, there are two text input fields: "Subject" and "Body". A red rectangular box highlights both the "Subject" and "Body" input fields. At the bottom of the form, there is a small text link: "Placeholder tags are supported. Learn More".

This provides you with increased flexibility to choose who your emails are sent from (e.g. your university or company name) and where all replies and questions from automated emails will be sent to.

This affects all of the following automated event emails: added as a Representative, registration confirmation, 24-hour instructional reminder and post event survey/follow up.

If any of your Representatives cannot find their initial invitation email, please have them email [support@brazen.com](mailto:support@brazen.com) and our support team can issue new instructions.

# Added as a Representative Email (New User)

*Trigger: Upon being added as a Representative for the first time*

New Message
\_ ↗ ✕

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**Recipients** Event Representatives (New Users)

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**Subject** You have been added as a Representative for [Event Title]

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Hi there,

You have been added as a representative for [Event Title] on [Event Start Day of Week], [Event Start Month] [Event Start Day of Month] at [Event Time].

[<<Activate Your Account>>](#)

**Before the Event:**

- **Activated Your Account:**
  - The first time you login you will be required to set a password.
- **Complete Your Event Registration:**
  - Complete your registration by answering a series of questions about yourself.
  - This will ensure you're ready to chat when the event begins and provides relevant context for your conversations.
- **Attend a Training Session**
  - **Option 1:** We highly encourage you to view this quick [5-minute video](#). This provides a quick overview of what you can expect during the event and how the chat platform works.
  - **Option 2:** Attend a [Live Representative Training](#), held every Tuesday from 3-3:30PM ET. The training covers the instructions and best practices for preparing and participating in an online event.
- **Join the Event!**
  - On the day of the event, [log in to the event](#) and participate.

Enjoy the event!

For FAQs and Best Practices, visit our [support site](#) or email us at [repsupport@brazen.com](mailto:repsupport@brazen.com).

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[Bolted Text] indicates customizable text  
(e.g. first name, event start time, event URL, etc.)

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# Added as a Representative Email (Existing User)

*Trigger: Upon being added as a Representative  
(Representative has already created a Brazen account)*

**New Message**
— ↗ ✕

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**Recipients** Event Representatives (Existing User)

---

**Subject** You have been added as a Representative for [Event Title]

---

Hi there,

You have been added as a representative for {event.name} on [Event Start Day of Week], [Event Start Month] [Event Start Day of Month] at [Event Time].

[<<Complete Your Registration>>](#)

**Before the Event:**

- **Complete your Event Registration:**
  - Complete your registration by answering a series of questions about yourself.
  - This will ensure you're ready to chat when the event begins and provides relevant context for your conversations.
- **Attend a Training Session**
  - **Option 1:** We highly encourage you to view this quick [5-minute video](#). This provides a quick overview of what you can expect during the event and how the chat platform works.
  - **Option 2:** Attend a [Live Representative Training](#), held every Tuesday from 3-3:30PM ET. The training covers the instructions and best practices for preparing and participating in an online event.
- **Join the Event!**
  - On the day of the event, [log in to the event](#) and participate.

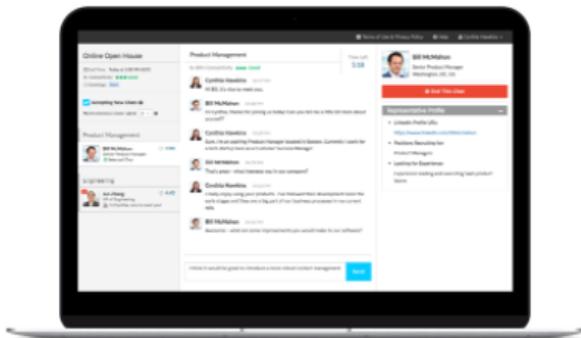
Enjoy the event!  
For FAQs and Best Practices, visit our [support site](#) or email us at [repsupport@brazen.com](mailto:repsupport@brazen.com).

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# Registration Confirmation

*Trigger: Once a Representative registers for an event  
(New & Existing Users)*



**Thank you for registering for our upcoming chat event.**

**Online Open House**  
Friday, May 12, 2017  
9:00AM - 11:00AM EDT

**Add to your calendar**  
[iCal](#)  
[Google Calendar](#)  
[Outlook](#)  
[Yahoo! Calendar](#)



## How it works

No video. No voice. Just text-based chats.



### Show up

On the day and time of the event, log in and join from any device.



### Get in line

Click the green chat button. Your chat will begin when someone becomes available. Listen for the chime letting you know your chat has started.



### Connect

Chats typically last around ten minutes. Be sure to watch the timer!

## Still have questions?

[Watch a video](#) to see it in action.

[Sign In](#)



# Post Event Follow Up/Survey

*Trigger: Sent 15 minutes after an event ends*

## We'd love to hear from you.

Thank you for participating in our online chat event.

To help us improve, we'd like to ask you a few questions about your experience. It will only take two minutes, and your responses help make our online events better for you.

[Take the Survey](#)

P.S. You can [view your chat history](#) anytime.



© 2017 Brazen Technologies, Inc.  
Brazen Technologies sent this email on behalf of the event organizer.  
If you did not register for this event, please ignore this email.



## What's Next?

Check out [this resource](#) , which runs through the emails that are sent to your Registrants before, during and after an event!

Best of luck!  
The Brazen Team

Visit our Customer  
Success Site

Schedule Your First  
Event

