

Esports gaming event email

INVITE

SL: Dare to game, [First Name]?

PH: Answer to your call of duty

Header copy: Get your game on

Hi [First Name],

Looking to get into the league of gaming legends? Hult professor Maxted Neal knows all about the billion-dollar eSporting industry, and in <this masterclass>, you'll learn how to take your gaming goals to the next level.

Over the past couple of years, the League of Legends World Championship final has drawn in more viewers than the Super Bowl or NBA finals! Today's eSports champions are scoring massive million-dollar prizes as spectators and sponsors watch them around the world. With an estimated gaming revenue of \$2 billion by 2022, around 220 million eSports enthusiasts worldwide, and a sharp rise in students studying eSports as a degree, NOW is the time to join this interactive session.

[Date & time]

<Register Now>

Maxted will be sharing his knowledge on the psychology of gaming and strategizing, how to attract high-profile sponsors, and the business behind the competitive gaming world.

If you're considering a future in eSports, then it's your call of duty to come to this event.

[Sign off]

REMINDER

SL: Want to get your name in the eSports Hall of Fame, [First Name]?

PH: Find out how to make it happen here

Hi [First Name],

I thought this event we're running would be perfect for you, so in case you forgot to sign up, here's a quick reminder.

[Date & time]

<Register Now>

Whether you're looking to get into the league of gaming legends, get schooled up on how to strategize those nail-biting tournaments, or be the winner that takes all—

<our upcoming masterclass> will teach you everything you need to know about taking your gaming goals to the next level.

Professor Maxted Neal will be sharing his knowledge on the psychology of gaming and strategizing, how to attract high-profile sponsors, and the business behind the competitive gaming world. <Sign up now> and you'll leave the session with the knowledge and power to join the league of legends!

[Sign off]