

Accepted Students Go Live emails

Email 1

SL: Your time to celebrate has come, [First Name]!

PH: Let's make it a good one

Header image
Copy: You're officially #HeadingtoHult

Hi [First Name],

After all the hard work you've put in, endless challenges you've faced, and fearless attitude you've kept through it all, you've secured your place at one of the best business schools in the world. If that isn't worth celebrating, I don't know what is?!

How are you feeling? I'm guessing really excited and want to know who else is coming to Hult, right? Well, we've organized an exclusive event just for accepted students like you.

So, what will you actually do? You'll hear from some important people like: deans, professors, student services, and careers team. You'll also be part of an interesting masterclass which will really give you a sense of what sitting through a Hult class is like. I'm sure someone as talented as you has loads of extra-curricular interests, so this is a good time to start planning which clubs and societies you'd like to join at Hult.

And most importantly, you'll get to chat to the people who've already made Hult their home, ask them about their experiences, and connect already with your soon-to-be-classmates.

[Dates & times]

[I want to come]

Commented [OL1]: Link to a landing page?

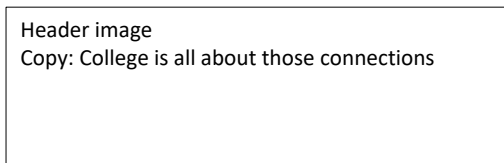
See you online, [FIRST NAME]!

Best,
EA Signature

Email 2

SL: Connect with your Hult community, %%First Name%%

PH: Join Accepted Students Go Live



Hi [First Name],

A big part of starting college is about forming those first connections, growing your friendship circle, and building a network of useful contacts. All of that starts with our Accepted Students Go Live event where you'll get your first introductions to your Hult family.

Connect with your future classmates, deans, student services, and careers team, and start building relationships that will last way beyond graduation. And, because it's online, everyone at home can join and get a feel for your future school too.

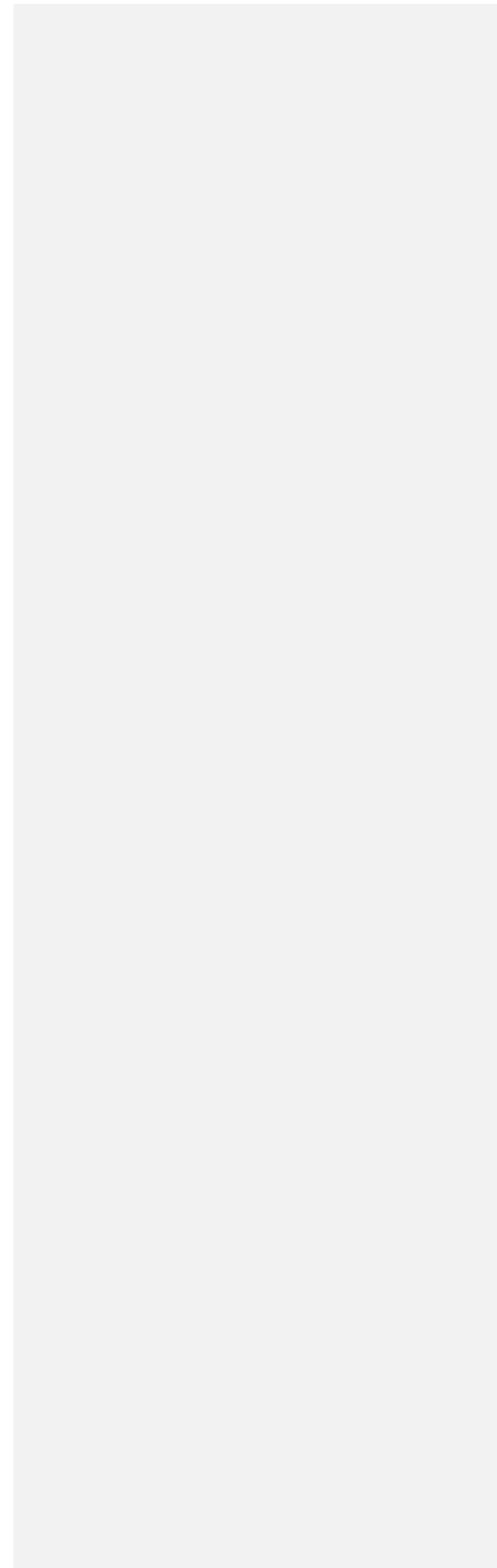
Students tell us they love this event and find it the best way to get advice on every aspect of our undergraduate program and get any remaining questions answered.

[Dates & times]

[I want to come]

See you online, [FIRST NAME]!

Best,
EA Signature



Email 3 (Outlook style)

SL: Everyone is coming to Accepted Students Go Live

PH: Are you joining, [First Name]?

Hi [First Name],

You're in! Now that you're officially #HeadingtoHult, we would love for you to join us at our Accepted Students Go Live event.

I know you're really busy, but I just wanted to remind you to book your space at this unmissable event. You'll be introduced to our deans, student services, and careers teams. And, because it's online, you can bring the whole family!

[Dates & times]

[Register Now]

I hope to see you there, %%first Name%%.

All the best,
EA

Email Follow up (Attended)

SL: It was great meeting you, [First Name]

Preheader: Here's your recording of the event

Hi [FIRST NAME],

We're so happy you could make it to our Accepted Students Go Live event.

I hope you're just as excited about your future at Hult as we are, and that this session helped give you a taster of all the exciting things coming your way.

If you have any further questions or wanted more information on something, you can always set up a time to connect with me personally <here>[EA CALENDLY LINK].

(Accepted students only) If you think Hult is the perfect place for you, then take the final step to make it official and confirm your place [here](#).

Best,
EA

Email Follow up (Non-Attended)

Subject Line: Sorry we missed you online, [First Name]

Preheader: Here's your recording of the event

Hi [FIRST NAME],

We're sorry that you couldn't make it to our Accepted Students Go Live event.

If you have any further questions then you can chat to our ambassadors [<here>](#), or if want more information on something specific, you can always set up a time to connect with me personally [<here>](#)[EA CALENDLY LINK].

Commented [OL2]: Link to ambassador page?

(Accepted students only) If you think Hult is the perfect place for you, then take the final step to make it official and confirm your place [here](#).

Best,
EA

Email 1 (Parents)

SL: Be part of [CHILD'S FIRST NAME]'s educational journey
PH: Join Hult's Accepted Students event

Header image
Copy: College is all about those connections

Hello,

We know that [CHILD'S FIRST NAME] securing a place at Hult is a proud moment for all the family to enjoy. And we want you to be a part of the Hult journey too. That's why we're inviting you to our Accepted Students Go Live event.

This event gives you the opportunity to put your questions to the academic team, career advisors, student services, current students, and connect with other parents sending children to Hult. And, most importantly, it gives you the confidence to help guide your child to make the right decisions for their future education.

[Dates & times]

[I want to come and support my child]

We look forward to seeing you. If you have any questions, please don't hesitate to contact me.

All the best,
EA Signature

Email 2 (Parents)

SL: Proud of [CHILD'S FIRST NAME]'s achievements?

PH: Let's celebrate together

Hello,

We understand that when you're helping your child decide which college to go to, you may have lots of questions. It's important that you and [CHILD'S FIRST NAME] feel confident about your decision and the best way to do that is to talk to the people who make a school what it is—students, professors, and staff. That's why we'd like to invite you to attend our Accepted Students Go Live event.

[Dates & times]

[Register Now]

Put your questions to the academic team, career advisors, student services, current students—and get all of them answered so you and [CHILD'S FIRST NAME] feel completely at ease.

I hope you can make it and as always, let me know if you need any further assistance with anything.

All the best,
EA