

### Last Chance email to Our Clients

**Subject line:** [Final Hours] The Best Price Ends at Midnight

**Headline:** Last Chance to Save \$700+ at SYNERGY 2016

The early-bird pricing for SYNERGY 2016 ends at the stroke of midnight tonight! Hop on this deal ASAP to save over \$700.

[Count me in]

Quick—convince your boss! Here’s a [justification letter](#).

### Tuesday 8/30 SYNERGY email

#### **Audience: First Year**

**Subject line:** Need ONESOURCE Training? The Best Savings Go “Poof” Tomorrow

**Headline:** The Best Price Ends Soon for the Biggest ONESOURCE User Experience

The early-bird pricing for SYNERGY 2016 ends at the stroke of midnight tomorrow! Hop on this deal ASAP to save over \$700.

If you’re interested in Thomson Reuters ONESOURCE™ education, networking and fun, this is the moment you’ve been waiting for.

[Count me in]

Quick—convince your manager! Here’s a [justification letter](#).

#### **Previous Attendees**

**Subject line:** The Best SYNERGY Savings Go “Poof” Tomorrow

**Headline:** The Best Price Ends Soon for More than \$700 Off

The early-bird pricing for SYNERGY 2016 ends at the stroke of midnight tomorrow! Hop on this deal ASAP to save over \$700.

Everything’s bigger in Texas, including SYNERGY! You’ll learn to stay ahead of the regulatory curve with new and relevant expert insight.

[Count me in]

Quick—convince your manager! Here’s a [justification letter](#).

## Informational Email for First-Year Users of Our Product Regarding SYNERGY

**Subject line:** Eek, Just 1 Week Left to Save \$700+! Quick, Here are the Facts.

**Headline:** Quick SYNERGY Facts

- **What is SYNERGY?** The biggest Thomson Reuters ONESOURCE™ user event, where tax professionals from across the globe grow their expertise.
- **Got a discount? Register before Aug. 31 for over \$700 off.**
- **What about group discounts?** Get special savings as a group.
- **What does that price include?** Seven meals, CPE credit, Dallas Cowboys experience, all education sessions and much more.
- **Where are we staying?** You get a reduced rate at the luxurious Gaylord Texan Resort and Convention Center in Grapevine, TX.
- **Help! I need help convincing my manager I should go.** Here's a justification letter for you. Just fill in the blanks.
- **What are the sessions?** They include up to 17 CPE credits to grow expertise of your applications and discuss tax trends. View upon registration.
- **I have more questions.** Explore our new, easy-to-navigate [site](#) or feel free to contact us!

**Don't wait—get \$700+ off of SYNERGY registration with our early-bird price, ending Aug. 31.**

[Register]

## TO CURRENT SYNERGY REGISTRANTS

**Subject line:** Congrats, You've Registered—What's Next?

**Headline:** Don't Forget These 5 To-Do List Items

We're excited you'll be joining us at SYNERGY 2016! We want you to get the most from this experience, so here's a checklist to help you prepare:

- ✓ **Have you told your colleagues and friends about SYNERGY?** You don't want them to miss out on the early-bird discount—it ends August 31!
- ✓ **Are they registering as a group?** Register as a group and get [special savings](#). Everything is more fun with friends!

- ✓ **Have you booked your hotel?** Snag that discounted rate at the luxurious Gaylord Texan. Book your stay [here](#); rooms fill fast.
- ✓ **Have you reserved your sessions?** Each year we offer relevant sessions for the current tax landscape and our enhanced applications. Get your first-choice picks. Simply return to the [registration](#) page.
- ✓ **Nominate yourself or a peer for a Taxologist Award.** Long story short, this is for tax professionals who rock at their jobs. Submit a nomination [here](#).

Only 78 days left until SYNERGY...it'll be here before you know it! Dust off those cowboy boots and we will see you soon.

Internal email to our sales team, motivating them to earn the Paris trip for top sales earners

**Subject line:** What's Nicole Kidman and Ewan McGregor's Paris hangout?

Or

Time is running out! Check the updated sales rankings

**Headline:** HOW WELL DO YOU KNOW PARIS?

*Sacrebleu!* Time is running out to make your final push to the President's Club. Luckily, we have a treat planned as a celebration for the year-end, as well as a couple resources to help prepare you for the trip—all coming soon to a mailbox near you.

Get ready for the mailer by taking [this quiz](#) as the end-all-be-all answer to the question: Do you *really* know Paris?

Also don't forget to check your sales rankings. It's simple:

1. Click [here](#).
2. You'll be transported to the Tax & Accounting President's Club page. At the top, you'll see "news & announcements."

3. Click on the “President’s Club top 25%” post—which should be the first option in news and announcements.
4. In the post, there will be a hyperlink to access the list. Click on it.
5. You should be directed to the list! Get your game face on and keep up the good work.

Happy selling!

**Travel tip #4:** Invest in a good pair of walking shoes. The Eiffel Tower has 1,665 steps total. (Don’t worry, only about 300 are open to the public.)