

**Mail 1: Invite**

<b>Field</b>	<b>Content</b>
<b>Subject</b>	Personal Invitation: Think Consumer Amsterdam   March 17th
<b>Under header text</b>	March 17, 12:30 CET, Circa Amsterdam
<b>Body text</b>	<p>Dear [Guest Name],</p> <p>It's fair to say that there has never been a more interesting – or complex – time to be a marketer.</p> <p>Join us at Think Consumer Amsterdam for an exclusive, in-person afternoon designed for senior decision makers to explore the future of our industry.</p> <p>With increasing pressure to interpret trends and master a fluid sales funnel, this is your moment to step back from the day to day. Join us to gain the clarity you need to drive meaningful progress in the year ahead.</p> <p>Be where discovery starts and decisions are made.</p> <p style="text-align: center;"><b>[Register Now]</b></p> <p><b>What to expect:</b></p> <p><b>Get closer to innovation:</b> Get a first look at the latest innovations across Gemini, Search, and YouTube. You'll hear directly from global experts and Google execs on how AI is accelerating your capacity to create, capture, and convert audiences into measurable impact.</p> <p><b>Learn from the best:</b> Sharpen your thinking with proven best practices from the world's most inspiring brands. We'll dive into</p>

	<p>practical perspectives on the levers of profitable growth to help you stay ahead of change and discover new strategies for 2026.</p> <p><b>Turn reflection into connection:</b> This is a space for more than just content. We have built in dedicated time for conversation, connection and reflection.</p> <p><b>Event Details:</b></p> <ul style="list-style-type: none"><li>● <b>When:</b> March 17th, 12:30 - 18:30 CET</li><li>● <b>Where:</b> Circa Amsterdam</li></ul> <p>Space is limited, so please RSVP now to secure your spot. We look forward to seeing you there.</p>
<b>Button text</b>	Register now
<b>On behalf of</b>	Kind regards,  Martijn Bertisen Vice President, Google BeNeLux
<b>Closing</b>	©2026 Google, LLC 1600 Amphitheatre Parkway, Mountain View, CA 94043 Can't make it? Decline here.  Find more details on our website.  Please note: This invitation admits one and is non-transferrable. You have received this informational email as you were selected by your account team to be invited to Think Consumer 2026. If you don't want to receive any more emails about this event or believe you received this message in error please opt out by clicking here.

## Mail 3: Hero Speaker Announcement - None registered

Field	Content
Subject	Discover which global thought leader is confirmed for Think Consumer Amsterdam—Register today
Under header text	41 days to go and seats are filling fast
Body text	<p>Dear (NAME),</p> <p>It's less than two months until Think Consumer Amsterdam. Seats are filling fast, with many marketing leaders booking March 17th into their calendar. Are you going to join them?</p> <p style="text-align: center;"><b><u>REGISTER NOW</u></b></p> <p>We're also pleased to reveal one of our confirmed speakers, an award-winning, global voice on marketing and branding.</p> <p><b>Mark Ritson</b></p> <p>Mark's revolutionary approach to marketing strategy has seen him quoted in Nobel Prize acceptance speeches, grace the pages of Harvard Business Review and AdWeek, teach at MIT and London Business School, and be an in-house expert for the world's largest luxury conglomerate.</p> <p>Think Consumer Amsterdam is your opportunity to engage with and learn from marketing trailblazers, and get closer to innovation, discovering the products and tools you need to capture and convert demand in these new and exciting times.</p> <p><b>Event details</b></p> <ul style="list-style-type: none"><li>● <b>When:</b> March 17th, 12:30 - 18:30 CET</li><li>● <b>Where:</b> Circa Amsterdam</li></ul>

	Be where discovery starts and decisions are made. Secure your seat today.
<b>Button text</b>	Register now
<b>On behalf of</b>	Kind regards,  Martijn Bertisen Vice President, Google BeNeLux

**Non-Confirmed Guests: Full agenda reveal**

<b>Field</b>	<b>Content</b>
<b>Subject</b>	What's on the agenda for Think Consumer Amsterdam—Register today
<b>Under header text</b>	3 moments you can't miss at Think Consumer Amsterdam
<b>Body text</b>	<p>Dear (NAME),</p> <p>Many of your fellow marketers have already ensured they're attending Think Consumer Amsterdam on March 17th. With places growing ever more limited, now's the time to join them.</p> <p style="text-align: center;"><a href="#"><u>VIEW THE FULL AGENDA AND REGISTER NOW</u></a></p> <p style="text-align: center;"><b>3 moments you can't miss</b></p> <p style="text-align: center;"><b>Be where discovery starts and decisions are made</b> with Google and YouTube, whose Gemini-powered solutions can reach the super-empowered consumer at vital moments.</p> <p style="text-align: center;">Martijn Bertisen, Vice President, Google BeNeLux</p>

	<p>The best marketers have plans for both <b>long-term growth and short-term activation</b> – unlock the secrets from a global voice.</p> <p>Mark Ritson, world-renowned marketer</p> <p>Enjoy <b>an expert panel discussion</b> on how to capture and hold customers’ attention, the foundation to success in the customer journey.</p> <p>Dr Karen Nelson-Field, attention expert</p> <p><a href="#"><u>SEE OUR AGENDA</u></a></p> <p><b>Event details</b></p> <ul style="list-style-type: none"> <li>● <b>When:</b> March 17th, 12:30 - 18:30 CET</li> <li>● <b>Where:</b> Circa Amsterdam</li> </ul> <p>Secure your seat today.</p>
<b>Button text</b>	Register now
<b>On behalf of</b>	Kind regards,  The Think Consumer team

**Non-Confirmed Guests: One week to go email**

Field	Content
<b>Subject</b>	One week to go until Think Consumer Amsterdam – Don’t miss out
<b>Under header text</b>	Limited spaces available for March 17th
<b>Body text</b>	Dear [NAME],

	<p>There's only one week to go until hundreds of marketers come together for Think Consumer Amsterdam. With only a very limited number of seats still available, don't miss out on joining us for an action-packed event.</p> <p>Come to Circa Amsterdam and not only enjoy insightful talks from global experts, but also our exciting demo playground filled with the latest tech, from a Nano Banana Pro photobooth to a Gemini barista.</p> <p style="text-align: center;"><a href="#"><u>VIEW THE AGENDA AND REGISTER NOW</u></a></p> <p style="text-align: center;"><b>Don't miss out on these highlights</b></p> <p>Unlock the secrets to capturing customers' attention, maximising your AI systems, and achieving short and long-term success, via engaging sessions and panel discussions.</p> <p>Enjoy our breakout sessions on converting AI potential into tangible business growth, adapting your Search and Shopping strategy, why YouTube should be the cornerstone of your marketing strategy, and relevant insights into the modern Dutch consumer.</p> <p>Step back from the day to day, and join us to gain the clarity you need to drive meaningful progress in the year ahead.</p> <p style="text-align: center;"><b>Event details</b></p> <ul style="list-style-type: none"><li>● <b>When:</b> March 17th, 12:30 - 18:30 CET</li><li>● <b>Where:</b> Circa Amsterdam</li></ul> <p>Secure your seat today and <b>be where discovery starts and decisions are made.</b></p>
<b>Button text</b>	<a href="#"><u>Register now</u></a>

**On behalf of**

Kind regards,

Martijn Bertisen

Vice President, Google BeNeLux