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## Email sample 1: AWS Modern Apps workshop

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### **ChatGPT... Will the Shakespeare of Code revolutionise SaaS?**

Hi FIRST,

AI empowers SaaS companies to drive greater product, service, and personalisation, but what does this mean for the future of technical leaders working in this space?

We're inviting software developers of SaaS products to join us for an invigorating discussion alongside AWS. Our "Modern Applications Workshop" kicks off TIME, zoning in on what human input will be required to build successful modern application architectures alongside AI.

Please find the agenda below.

To gain access simply:

\*\*\*Reply 1: to join us live, online

\*\*\*Reply 2: to receive on-demand access to the content

If this session is not for you, simply reply 3 to decline.

We hope to see you online, FIRST.

Kind regards,

XX

Agenda:

- The role of AI and Human Input in developing modern applications
- Building Modern Applications - What makes a modern application?
- Simplifying SaaS rollouts: Technical and business considerations to accelerate your SaaS delivery model

What ChatGPT has to say about code...:

Wires of code, weaving through the night,  
Lines of logic, guided by the programmer's might.  
A dance of electrons, a symphony of sound,  
As software comes alive,  
In the wires all around.

Bits and bytes, forming a tapestry  
Of programs and systems, designed for all to see.  
From simple scripts to complex machines,  
Wires of code, connect us to our dreams.

The art of wiring software  
Is a craft that few can master,  
But for those who do,  
It is a world of endless wonder.

## Email sample 2: Cloudflare CyberFest Europe

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Sun's Out 🌞, Security's In [SecurityFest LOCATION]

Hi FIRST,

Hope you've had a great weekend. I'm delighted to advise SecurityFest LOCATION is back this year and we can't wait to secure your complimentary place!

This live digital event features 3 sessions designed to accelerate your knowledge of incoming cyberattacks, and your ability to overcome them.

**\*\*The Modern Psychology behind Cyberthreats | 6th June | 3pm**

Renowned Senior Security Leader Omer Yoachimik will be sharing an exclusive insight into the mind behind the cybercrime: with details on why hackers (don't) target certain industries, how ransom notes are written to achieve maximum impact and how the democratisation of a/tack vectors is reshaping the threat landscape.

**\*\*Tech, People and Process: Rethinking the Security Fabric | 13th June | 2:30pm**

The focus on the human element in cybersecurity continues to grow. Join Cloudflare's VP of Global Solutions Mahu Pula as we rethink the balance of investments across technology, structural and human-centric elements to enhance your cybersecurity agenda.

**\*\*Intelligent Cybersecurity: Using AI to drive efficiency, visibility and automation | 22nd June | 11am**

We'll be joined by Editorial Director Matt Egan and Senior Security Leader Omer Yoachimik for a fireside chat on how to implement AI and Machine Learning effectively and improve your network cybersecurity.

**To RSVP simply reply 1, 2, 3 or 4:**

1. Sign me up to The Modern Psychology, 6th June (You can listen on demand also)
2. Sign me up to Tech, People and Process, 13th June (You can listen on demand also)
3. Sign me up to Intelligent Cybersecurity with AI (You can listen on demand also)
4. Sign me up for all sessions (we'll grant you on-demand access if you can't make it)

Or self-register here: [LINK](#)

To decline simply reply "N".

We hope to see you online, FIRST.

Kind Regards,

## Email sample 3: HPE & Zerto Ransomware event

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### **FIRST, Would ORG take the wallet out twice?**

Good morning FIRST, Hope you're having a great week. Just circling back with your complimentary invite to our forthcoming live digital session.

During our first data security installment, HPE's Tech Evangelist Chris Rogers revealed: "Almost 60% of organisations paid the ransom when attacked. 61% were then asked for more money, and paid."

We invite you to save your complimentary place before paying the price once, twice or thrice.... details below.

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1, 2 or 3 to RSVP:

\*\*\*1.Count me in!

\*\*\*2. Thanks, but no thanks

\*\*\*3. I'm a Netflix devotee, sign me up for the recording and I'll watch On Demand

Title: "Available, agile, secure: building resilience in times of uncertainty"

Event Recap: How has ransomware become more intrusive and what does this mean for peer businesses in my industry? How strong is my security, backup, and recovery strategy? These are the questions we'll be looking to solve in this 45-minute session.

Date: Wednesday the 26th of April at 11am CET

Speakers: Senior Disaster Recovery expert at Hewlett Packard's Zerto, Ali El Hayderi

## Email sample 4: Visier HR Transformation Event

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### **HR's Seat in The Boardroom... Connecting People Data with Business Outcomes**

Hi FIRST,

It is my absolute pleasure to reconnect with your invite to join our Transformative HR Panel discussion alongside the UK's HR Leadership community.

We'll be zoning in on how HR leaders can demonstrate the value of people and data in front of stakeholders to drive business outcomes.

As our guest speaker and Global Head of People at Syngenta puts it, "Being able to have data-driven conversations with stakeholders, where HR can play a strategic role, is a big success".

Join us online this Friday 21st of February at 10am, for "Transformative HR: Connecting data with people and value", a short, sweet and informative discussion.

To RSVP, simply reply '1' or '2':

\*\*\* '1' - Count me in!

\*\*\* '2' - Busy, busy, busy...send me the recording and I'll enjoy in my own time

If this session is not of interest, simply reply 3. Hope to see you there, FIRST

Kind regards,

X

Guest Speakers:

[Guest Speaker] Ralf Buechsenschuss, Zurich Insurance's fmr. Global Head of Organisational Design and Employee Experience Executive at Microsoft

[Guest Speaker] Dr. Madhura Chakrabarti, Global Head of People Insights and Analytics at Visier

## Email sample 5: Cloudflare Phishing event

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**RE: PERSONA, Automation and how to Fish a Phish...**

Morning FIRST,

By the time I finish this sentence, a robot will have come up with a new phishing scheme. Are PERSONA just as fast at preventing the impact?

As email gets crowned the #1 threat vector of the year, we invite you to explore simple yet effective automation tips to help your team stay proactive and one step ahead.

“Scalable, Agile, Secure: Driving Email Security that Supports the Future of Work” kicks off Tuesday, 31st January at 12pm live online.

Key topics: Automation, MFA, Security Keys, Security Culture, Hybrid Workplace

Guest Speakers: Ella Monck - Cloudflare Area 1 Specialist EMEA; Alonso Bustamante - Senior Director, Special Projects

1, 2 or 3 to RSVP:

\*\*\* 1 - Count me in!

\*\*\* 2 - Thanks, but no thanks

\*\*\* 3 - Just landed into the new year... send me the recording and I'll catch up on-demand!

Kind regards,

X

PS: while you trudged through security gateways, ChatGPT wrote this poem in seconds...

Automation, a modern marvel,  
A machine that takes our place.  
It works with speed and efficiency,  
A digital, tireless grace.

It hums and whirs, it clicks and clacks,  
A symphony of gears and wires.  
It takes our tasks and does them well,

A digital work that never tires.

With automation, we can do more,  
Produce more, and waste less time.  
It's a tool that helps us progress,

A step towards a brighter prime.

But as we automate, we must beware,  
Of the jobs it may replace.  
For every gain, there's a cost,

And it's important to keep that pace.

So let's embrace automation,  
But with care and consideration.  
Let's use it to our advantage,

For a brighter, more efficient nation.

## Email sample 6: Cloudflare Bots event

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**[Live in 48h]  vs. ORG**

Aloha FIRST,

Just 48h away from joining Forrester Senior CyberSecurity Analyst Janet Worthington for our much anticipated live digital combo, Thursday at 4pm CET.

What would happen if ORG's operations were disrupted 172 times a day? That's how often bots hit a single business on average....

Grab a coffee and join us to explore Bot's growing (and worrying!) impact on supply chains, data and mission-critical operations.

1, 2 or 3 reply options available:

1. Count me in!
2. Great content, horrible timing. Send me the recording!

Or reply 3 to Decline.

Hope to catch you there, FIRST!

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Event agenda:

**\*\*The current state of bots on the global internet**

**\*\*Key bot management trends in the enterprise**

**\*\*Key layers of bot defenses**

**\*\*Our vision for a CAPTCHA-free internet**