

05. Pre-Launch EDM: On-site Launch Event Invite for Single Session

Send date: 2 weeks prior to Intellect Launch Event

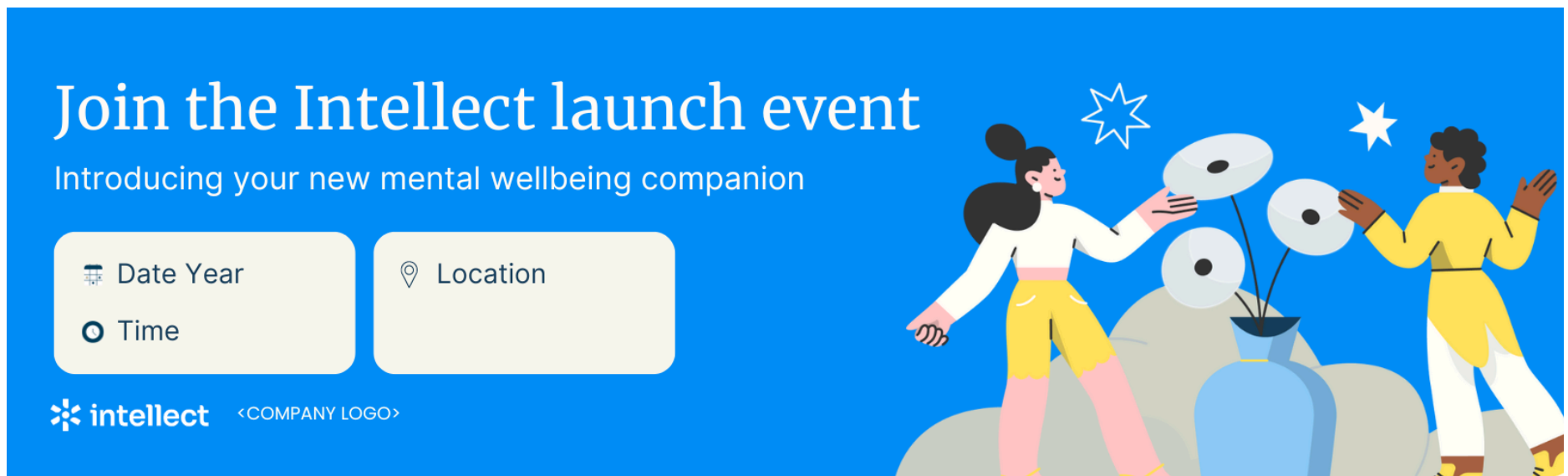
How to use: Copy the text below and choose one of the provided images and attach as an email banner. Edit the text in red and switch to black once done. Send through email to your whole organisation.

Subject line: Save the date! Intellect launch event

Image:

[Email Banner \(editable to add details and logo\)](#)

[Presentation Slides \(editable to add details and logo\)](#)



[Greeting],

Last week, we announced our exciting new partnership with Intellect to bring you complete mental and emotional wellbeing support. Whether you're looking to enhance skills and build resilience or get help managing emotions and working through challenges, Intellect will support you to achieve your goals.

As a reminder, the Intellect team will be hosting a launch event to help you get started. Mark your calendars:

Date: [insert date]

Time: [insert time]

Location: [insert location]

Link: [insert calendar invite link]

What can you expect?

- 🙌 Meet the Intellect team and learn all about your new benefit!
- 📱 Get live help on signing up for your premium access at no cost to you
- 🎁 Interactive activities and free swag giveaway (first come, first serve – so you don't want to be late!)

🌟 What's Intellect?

Intellect offers an easy and effective mental health journey experience for everyone and anyone by integrating technology and human touch.

With this benefit, you have premium access to:

- 📖 Self-guided content, from 5-minute sessions to curated learning paths to help you build skills, overcome challenges, and more
- 🧑‍🎓 On-demand 1-to-1 coaching and clinical sessions to get professional help working towards your goals and managing emotions
- 📞 24/7 crisis helpline for the moments that need a little extra care
- 🏃 1-to-1 sessions with holistic coaches to work on your physical fitness, nutritional, and financial needs

Whether life is going well, you've hit a bumpy road, or you're somewhere in the middle, Intellect has something for you.

It will be a fun event, and we hope to see you all there!

[Sign-off]