

**Inside the Inbox with Ann Wylie**  
Nov. 7-8, 2018 | Washington, D.C.

**Timing:**     **Registration** Nov. 7: 8:15 a.m. — 8:45 a.m.  
                  **Workshop** Nov. 7-8: 9 a.m. — 4 p.m.

**Venue:**       The American Institute of Architects  
                  1735 New York Avenue, NW  
                  Washington, D.C 20006  
                  [View on Google Maps](#)

**Day 1 Agenda**

- **Get Opened:** Draw recipients in with "the envelope."
- **Get Read:** Make your message valuable, interesting, easy.
- **Get Great:** Take your email from *meh* to masterpiece.

**Day 2 Agenda**

- **Get Clicked:** Reach nonreaders with links, display copy.
- **Get Going:** Optimize email for mobile.
- **Get Great:** Take your email from *meh* to masterpiece.

**Fees and discounts:**

- Silver: \$1,195
- Gold: \$1,295
- Diamond: \$1,795
- Platinum: \$1,395
- **Early bird ticket:** Save \$100 by Aug. 1.
- **Rev Up Readership discount:** Members save \$100. ([Join Rev Up Readership.](#))
- **Group discounts:** Save \$50 if you bring one friend; or save \$100 per friend when you bring two or more friends.

**Webpage:** <http://bit.ly/Email-DC-18>

**Purchase tickets:** <http://bit.ly/Email-DC-Tickets18>

**Nearby hotels:**

- [Hyatt House Washington DC / The Wharf](#)
- [Hampton Inn Washington, D.C./White House](#)
- [Hotel Washington](#)

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