Client: Ultimate Software

Objective: Develop a standard email lead generation invitation template regional sales teams across the U.S. could customize for seminars.

Shown: Draft below (also developed 10-15 subject line choices for testing.)

Could you be paying too much for your HR and payroll functions?

HR leaders at these companies and many more have boosted savings, productivity and ROI payback up to xx%- many in just months!

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BE OUR GUEST:

DATE:
SESSIONS: (choose one)
LOCATION:
<LUNCH> will be served

If you're struggling with tighter budgets and leaner staffs, join other <city name> HR executives on October 5th and discover how to:

- ☑ *Free up thousands of budget dollars while still enjoying full service and reporting capabilities*
- ☑ *Skip costly service bureaus and all in-house hardware, upgrade hassles and IT costs*
- ☑ *Enjoy total control: your schedule; your rules*

There's no sales pressure or obligation. Just a succinct, professional presentation hosted by Ultimate Software…an industry leader who has earned top ratings from Gartner. Forrester and other respected analysts, as well as the trust of global corporate clients for over a decade.

Even if you're convinced your current bureau or system meets your needs, why not enjoy <lunch> with your peers and take a peek… just to see whether there may be an even better solution out there? It won't cost you a cent …and could save your company thousands of dollars.

Space is limited: **RSVP by xx/xx/xx:**
CLICK HERE to register or call **1.800.432.1729, x 7901**

Ultimate Software