**Operate from Anywhere Playbook webinar invite email content**

Subject Line Option A: Gartner says this is a top tech trend for 2021…

Subject Line Option B: How digital leaders are moving beyond remote work…

Hi \_\_\_\_\_\_,

Gartner has named “operate anywhere” as one of their top strategic technology trends of 2021. What does that mean and how do you take action on it?

Join us for an informative look at this trend in our upcoming *Operate from Anywhere Playbook* webinar where we’ll discuss the difference between making “work from home” work (which is what most businesses are doing now) and operating from anywhere. After this session, you’ll come away with the knowledge and resources to:

* assess your organisation’s current situation
* create an operate from anywhere strategy
* justify the benefits of this approach

It’s estimated in the first 3 months of 2020 alone, organisations spent $15 billion a week on band-aid work from home technologies and related security. Learn how digital leaders are moving from stop gap remote work solutions to operate from anywhere. Join us for this webinar, or register anyway to receive the on-demand recording.

REGISTER NOW (link to landing page)

**Operate from Anywhere Playbook webinar landing page content**

Title: Webinar: Operate from Anywhere Playbook

It’s estimated in the first 3 months of 2020 alone, organisations spent $15 billion a week on band-aid work from home technologies and related security.

Learn how digital leaders are now moving from stop gap remote work solutions to operate from anywhere - and why Gartner has named “operate anywhere” one of their top strategic technology trends of 2021. After this webinar, you’ll come away with the knowledge and resources to:

* assess your organisation’s current situation
* create an operate from anywhere strategy
* justify the benefits of this approach

Register today to join live or receive the on-demand recording.

**Operate from Anywhere Playbook post-webinar follow up email content**

Hi \_\_\_\_\_\_\_,

Thank you for your interest in our recent “Operate from Anywhere Playbook” webinar. We’re glad to provide you with the on-demand recording to watch at your convenience or share with your team.

In addition, we’d like to provide these related resources:

* Resource 1 (suggested: gated landing page with Operate from Anywhere eBook)
* Resource 2 of your choice
* [Ventana Research Assess Your Landscape Tool](https://embed.ventanaresearch.com/self-assessment/customer_experience/open_digital_communication_for_the_enterprise)

We’re interested to hear your viewpoint on moving beyond remote work to operating from anywhere. Let us know your thoughts and your interest around this subject. Email me at \_\_\_\_\_\_.