

# Eventastic Presentation: How to Elevate Your Event Email Game

Crystal Nilpirom, Senior Manager of Email  
& Consumer Technology at BSE Global



# Introduction



- My name is Crystal Nilpirom, Senior Manager of Email & Consumer Technology at BSE Global – proud home of the Brooklyn Nets and the 2024 WNBA Champions, the New York Liberty.
- We're going to dive into today's presentation on how to elevate your event email game!





# No Coding Background



DON'T HAVE A BACKGROUND IN CODING, BUT DESIRE CLEAR, CONCISE, AND BEAUTIFULLY DESIGNED EMAILS?



HAVE A SPECIAL EVENT AND NEED TO QUICKLY COMMUNICATE WITH YOUR AUDIENCE IN A FAST AND DYNAMIC WAY?



LET ME SHOW YOU HOW!

# Barclays Center



In the city that never sleeps, our arena stays in constant motion—hosting everything from sold-out concerts, professional wrestling to ice shows and games for our two teams, the Brooklyn Nets and New York Liberty that call Barclays Center home.

That means I need to stay nimble, ready to pivot quickly between properties and priorities.





# Key Details about BSE GLOBAL

- 17M+ total attendees at Barclays Center events
- 500+ performers welcomed to the borough
- 2,000+ major events hosted (16,000 total events)
- 2 NBA Eastern Conference Championships
- 4 NBA Atlantic Division Titles
- 1 WNBA Championship
- 1 WNBA Commissioner's Cup Championship
- 1 NBA G League Eastern Conference Championship



# Email Communications

- Our email communications cover everything from Know Before You Go messages—outlining key event details for attendees at Barclays Center—to presale ticket offers, club space reservation promotions, single game ticket sales, and season ticket memberships.
- Our most important campaigns include both teams' schedule releases and early bird offers for season ticket memberships. We're also expanding into new business ventures, including the Brooklyn Wine Club and premium memberships in our club spaces—The Toki Row and JetBlue at The Key.
- We send out across 6 major properties 150-200 emails per month.



# Brand Guidelines

- We are focused on maintaining brand guidelines across multiple properties, while being able to work quickly and efficiently throughout the day.
- Barclays Center is no joke - We host more than 2,000 events per year.
- With such highlights as the first WNBA Championship game last year in 2024.





# Before vs. After: Our Email Evolution

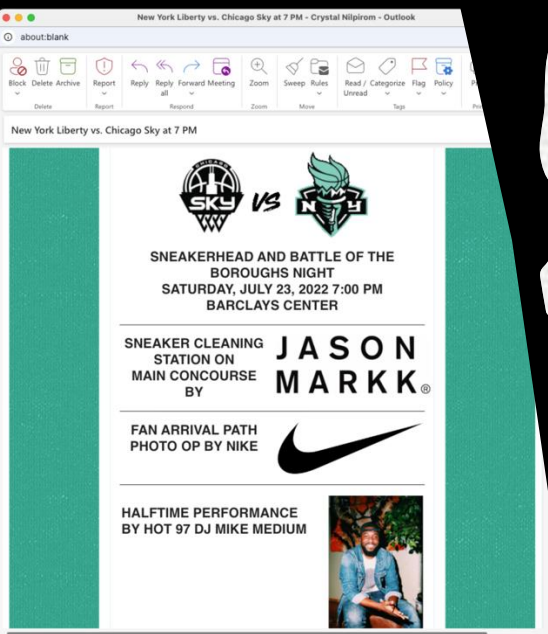
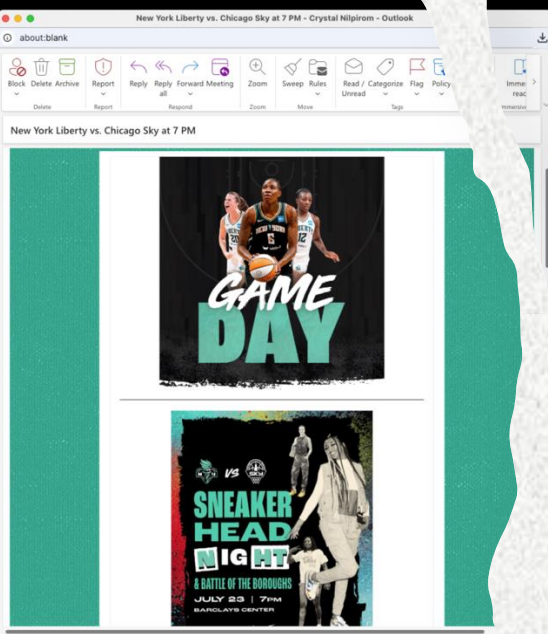
How we built our emails before:

- Manual email creation with coding for styling
- Drag-and-drop designs that were lackluster
- Inconsistent designs
- Time-consuming process

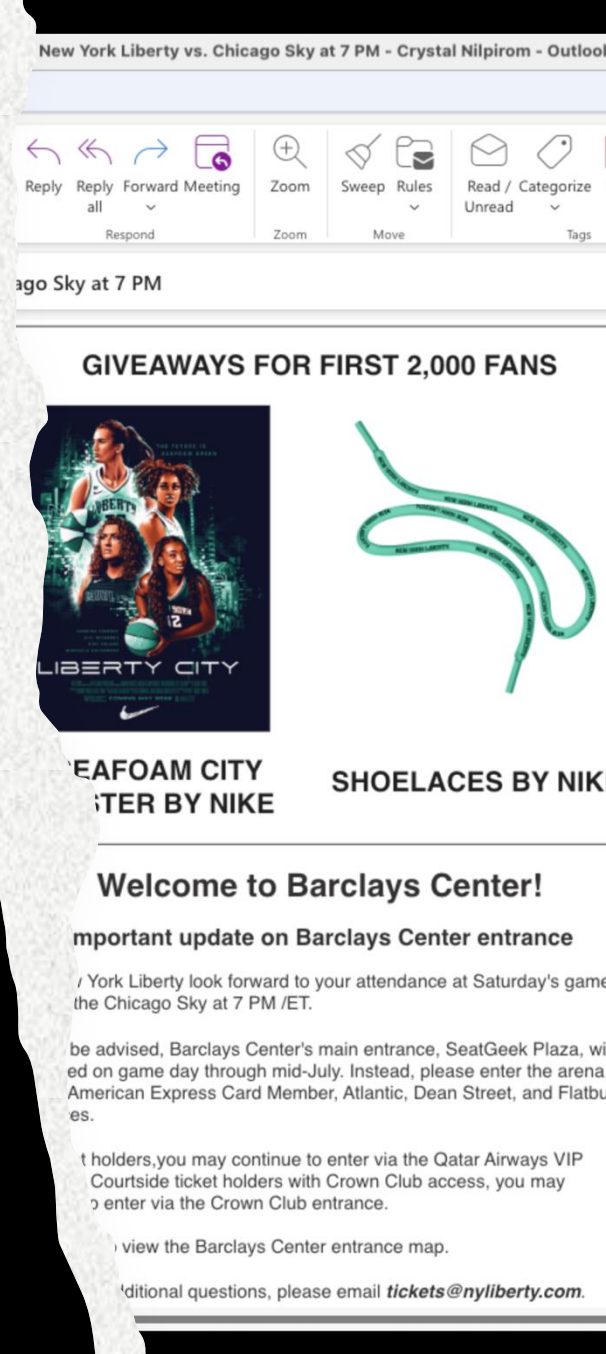
How we build our emails now:

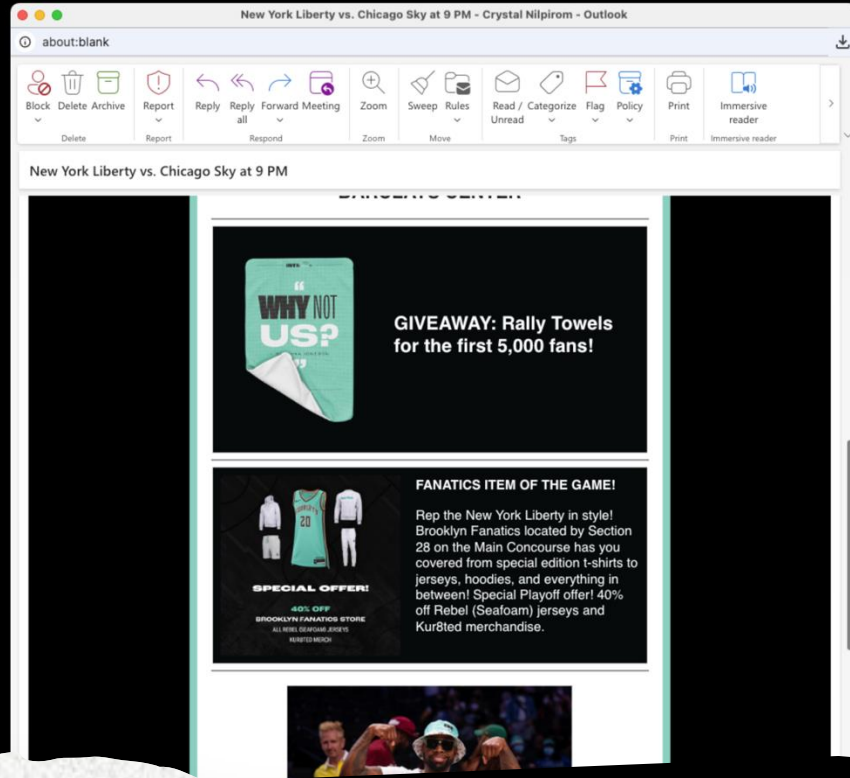
- Automated and streamlined
- Consistent and branded designs
- Efficient and quick turnaround
- Transparent review process within the platform.



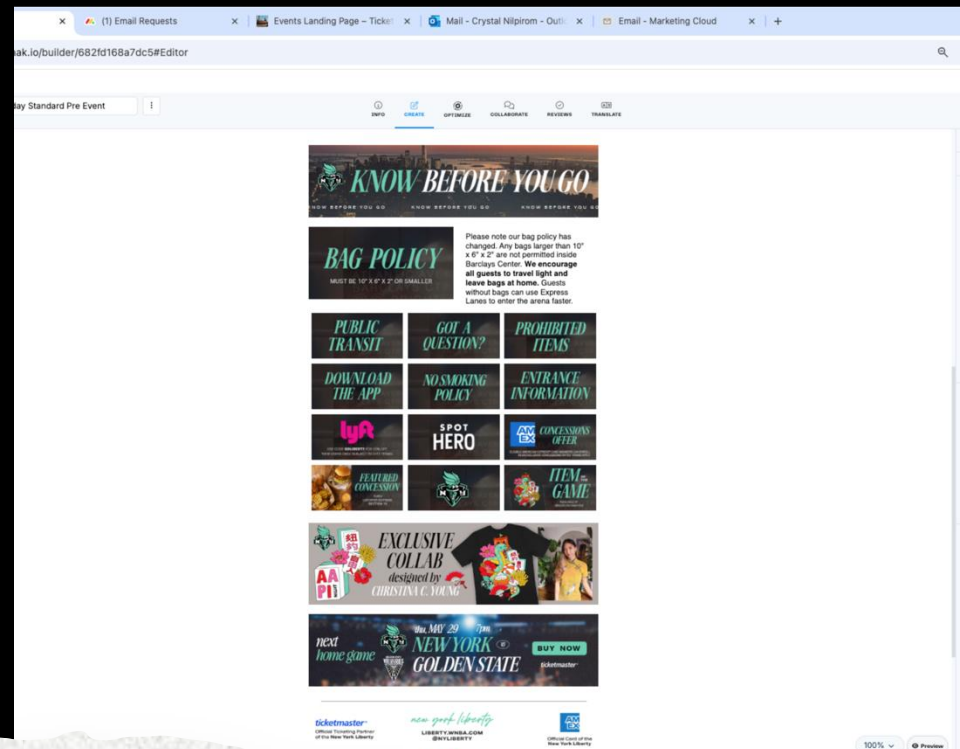
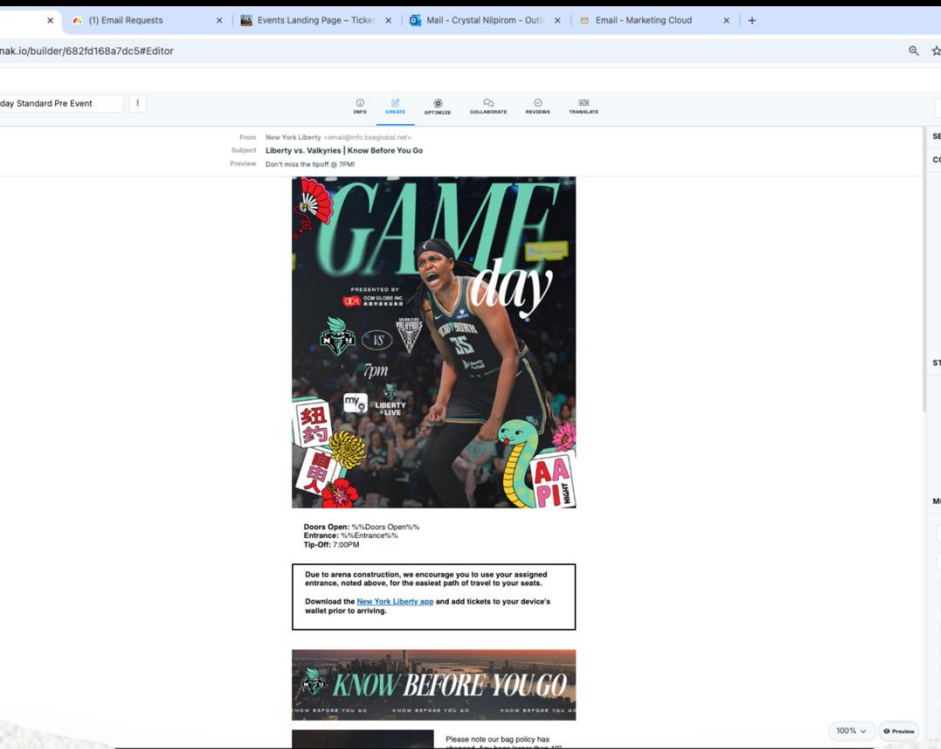


Emails  
before





Starting in 2022, New York Liberty emails were created using a drag-and-drop editor, with design support from the team's Art Director. While functional, these emails were relatively simple. In April 2023, we introduced basic templates, continued using a drag-and-drop editor, and began incorporating some custom code. By early 2024, we evolved our approach to enable the creation of more dynamic, visually engaging emails with increased creative flexibility.



# 2025 Current New York Liberty Know Before You Go Email

## 5 Must-Know Email Design Tips for Event Marketers

Want your event emails to stand out *and* convert? Here are five smart design strategies to boost engagement and drive RSVPs:

### **Design for Thumbs First**

Over 70% of emails are opened on mobile—so think small screen first! Use single-column layouts, large tappable buttons, and concise copy to make your message shine on any device.

### **Don't Fear the Dark (Mode)**

Many users now view emails in dark mode. Make sure your images have transparent backgrounds, your text contrasts well, and your logo doesn't disappear into the shadows.

### **Stay On-Brand, Always**

Consistency builds trust. Stick to your brand's fonts, colors, and tone of voice so your audience instantly recognizes your emails—no matter the campaign.

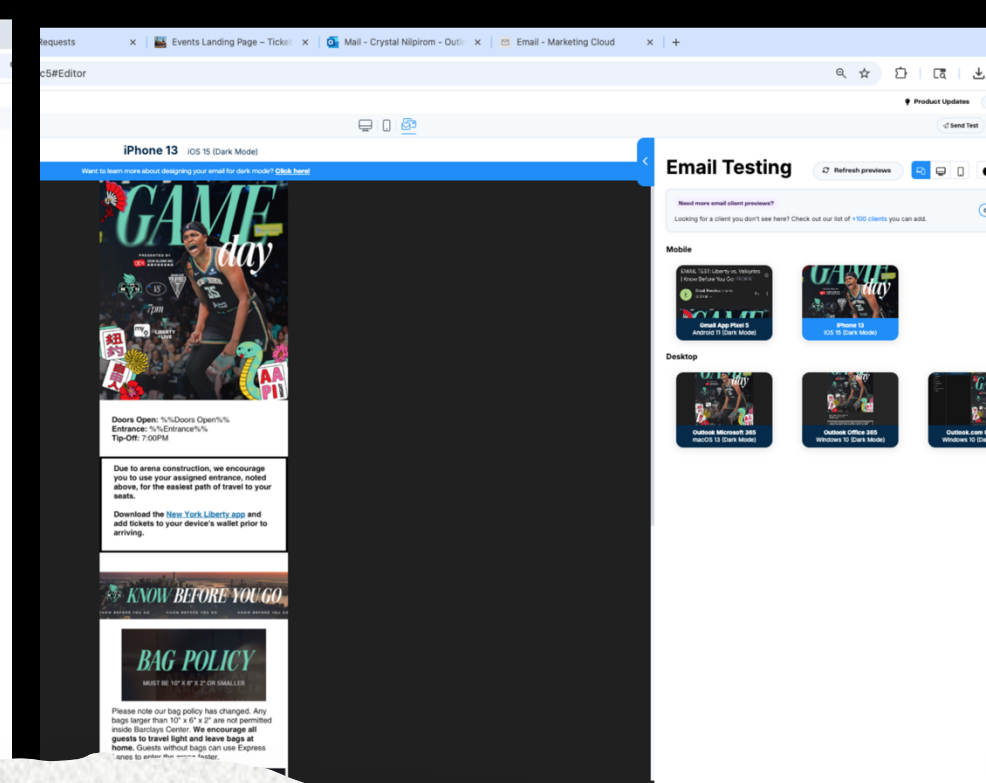
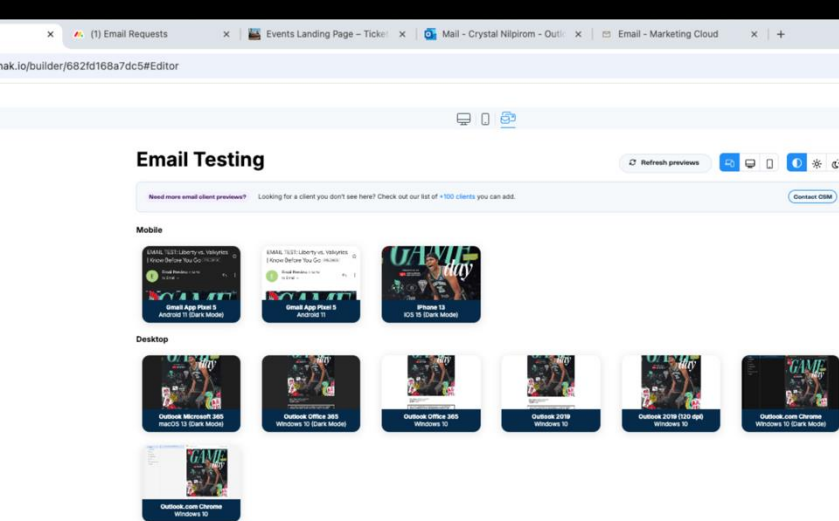
### **Guide the Eye with Visual Hierarchy**

Use bold headlines, short paragraphs, and clear calls-to-action (CTAs) to lead readers through your message. Think of it like a mini-journey—from subject line to sign-up.

### **Simplify Your Email Review Process with Collaborative Tools**

Getting everyone aligned on email messaging can be a major bottleneck. Instead of juggling endless email threads or scattered feedback, use collaborative review tools that can centralize the process.

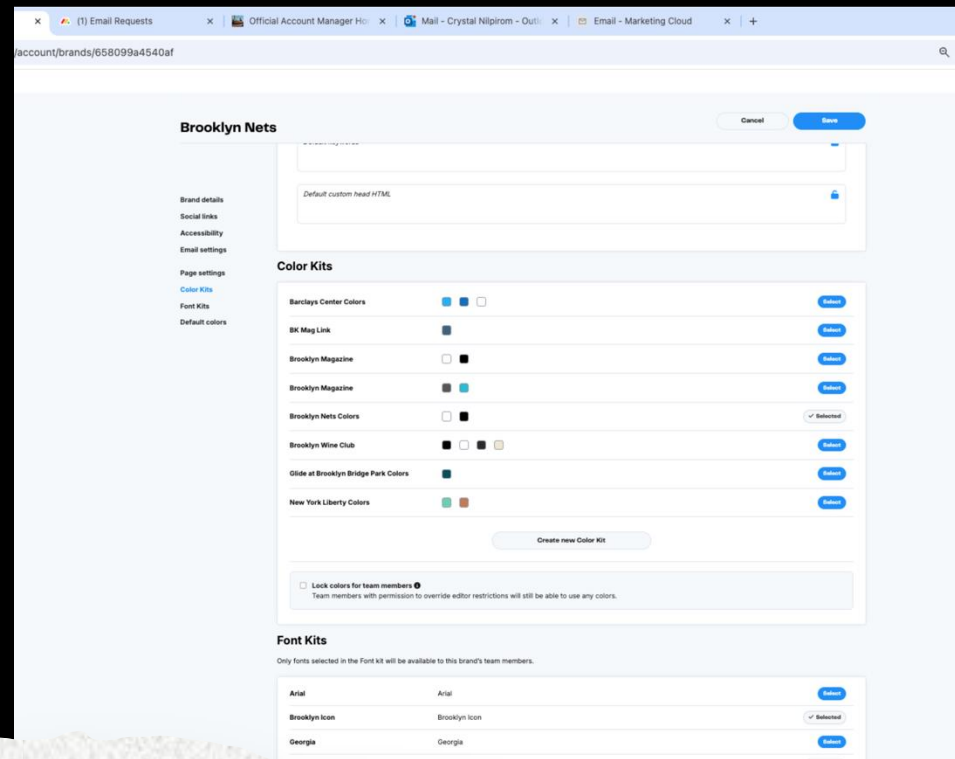
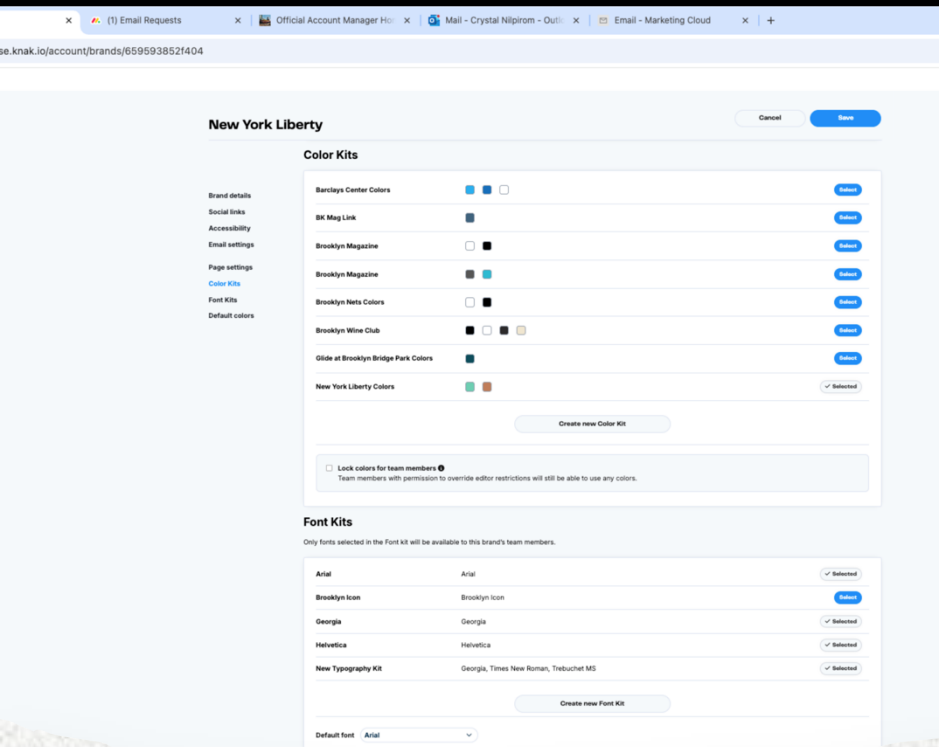
This allows all stakeholders to view the email design in one place, leave comments, and suggest edits in real time. It keeps feedback centralized, reduces miscommunication, and speeds up approvals—so your event emails go out faster and with full team alignment.



# Dark Mode Design

- This tool allows us to review and preview our emails in Dark Mode across multiple devices. This helps us ensure that our emails are compatible across both desktop and mobile devices.



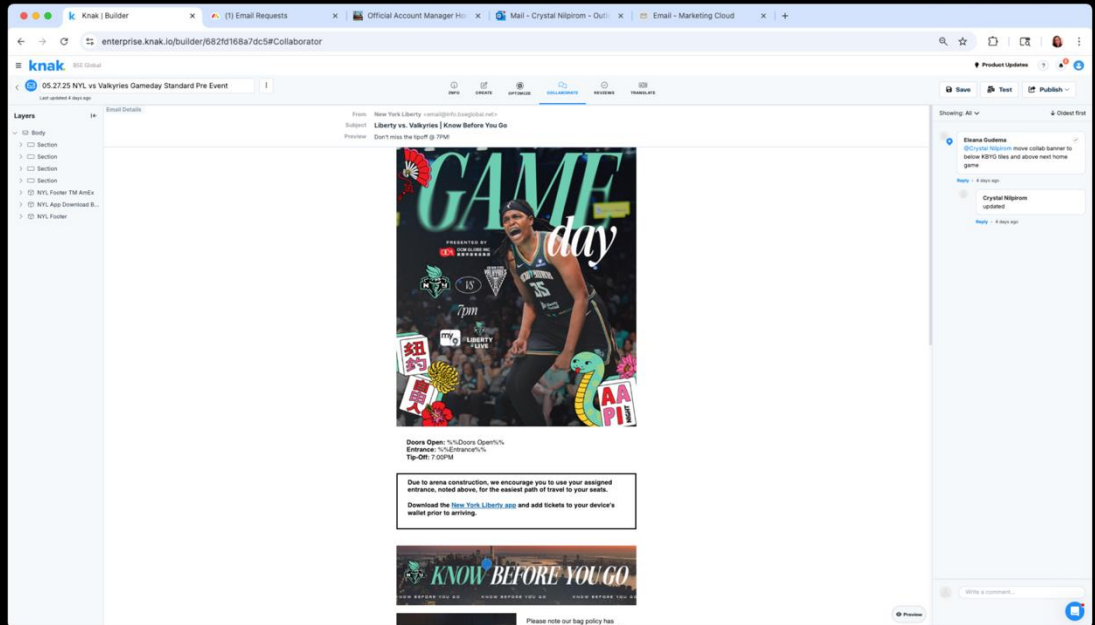





# Brand Guidelines

Staying consistent and on brand is the key to leveling up your game.

# Streamlined Review Process

- The review process is always a challenge, trying to ensure everyone is aligned with the messages. Streamlining the review process and allowing there to be just one channel for cross collaboration to occur is another way to level up your game.





# Modular Templates



Create reusable blocks for:



- Event announcements



- Ticketing info



- Venue maps



- FAQs



Why: Speeds up production and ensures consistency.



# Building Efficiency

- Using tools that allow me to seamlessly switch between brands and create correspondence for a variety of properties simultaneously.
- Many of our campaigns are multifaceted and include numerous follow-up emails and touchpoints.
- Dynamic content has allowed us to start implementing automated emails.
- Template library built for speed (concerts, presales, games and updates).
- Since using these tools, my email build process has been reduced in half!

# Q&A / Thank You

Thank you for attending! Any questions?