

Automated, Time Zone-Aware Event Reminders

The Challenge

Our client, an events management company, needed a streamlined way to send personalized event reminders that reflected each attendee's local time. They faced:

- Inconsistent timing of reminders across time zones, leading to attendee confusion and missed meetings
- Limited ability to automate communications, creating extra manual work for the team
- Brand inconsistency, as they had no easy way to include custom event details in a professional format

The Solution

We implemented a custom workflow using HubSpot's Operations Hub and Marketing Emails to format meeting dates and times based on each contact's time zone. We set this up to detect and convert times to the attendee's local zone, ensuring that reminders arrive in a relevant and familiar format, and it defaults to Eastern Time if the time zone is unknown.

The Impact

The client can now:

- Deliver branded, automated event reminders with accurate, localized timing
- Attendees receive reminders in their own time zones, improving engagement and reducing confusion
- Internal teams spend less time managing time zone complexities or responding to issues, freeing them up to focus on core event tasks

The Details

Industry:
Events Management

Business Area:
Client Communications

- Tools Used:**
- Workflows
 - Operations Hub
 - Data Formatting
 - Marketing Emails

