

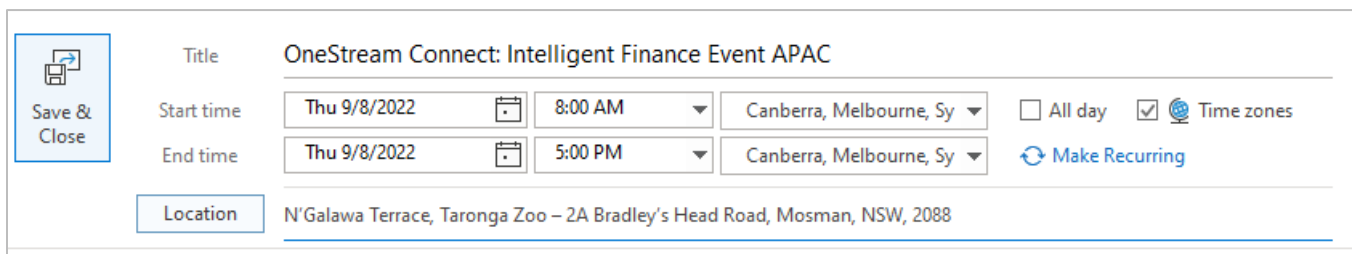
## Adding a Calendar Invite to HubSpot Follow-Up Email

How to add a calendar invite to follow-up emails for event registrants

This guide walks through how to add a link to follow-up emails for contacts to add events to their calendars after they've registered. A follow-up email must be created prior to using this guide.

### Creating an Outlook Invite

1. Open Microsoft Outlook on your computer.
2. Navigate to your calendar.
3. Click **New Appointment**.
4. Fill in:
  - a. The title of the event based on your WordPress Landing Page heading.
  - b. The date of the event.
  - c. The time of the event.
  - d. The correct time zone.
  - e. The location of the event.



The screenshot shows the 'New Appointment' form in Microsoft Outlook. The title is 'OneStream Connect: Intelligent Finance Event APAC'. The start time is 'Thu 9/8/2022' at '8:00 AM' in the 'Canberra, Melbourne, Sy' time zone. The end time is 'Thu 9/8/2022' at '5:00 PM' in the 'Canberra, Melbourne, Sy' time zone. The location is 'N'Galawa Terrace, Taronga Zoo – 2A Bradley's Head Road, Mosman, NSW, 2088'. There are checkboxes for 'All day' (unchecked) and 'Time zones' (checked). A 'Make Recurring' button is also visible.



#### Note

If you have multiple days and/or times for your event, you must create multiple appointments (i.e. If you have one date with two event times, create two events. One for the first time slot and one for the second).

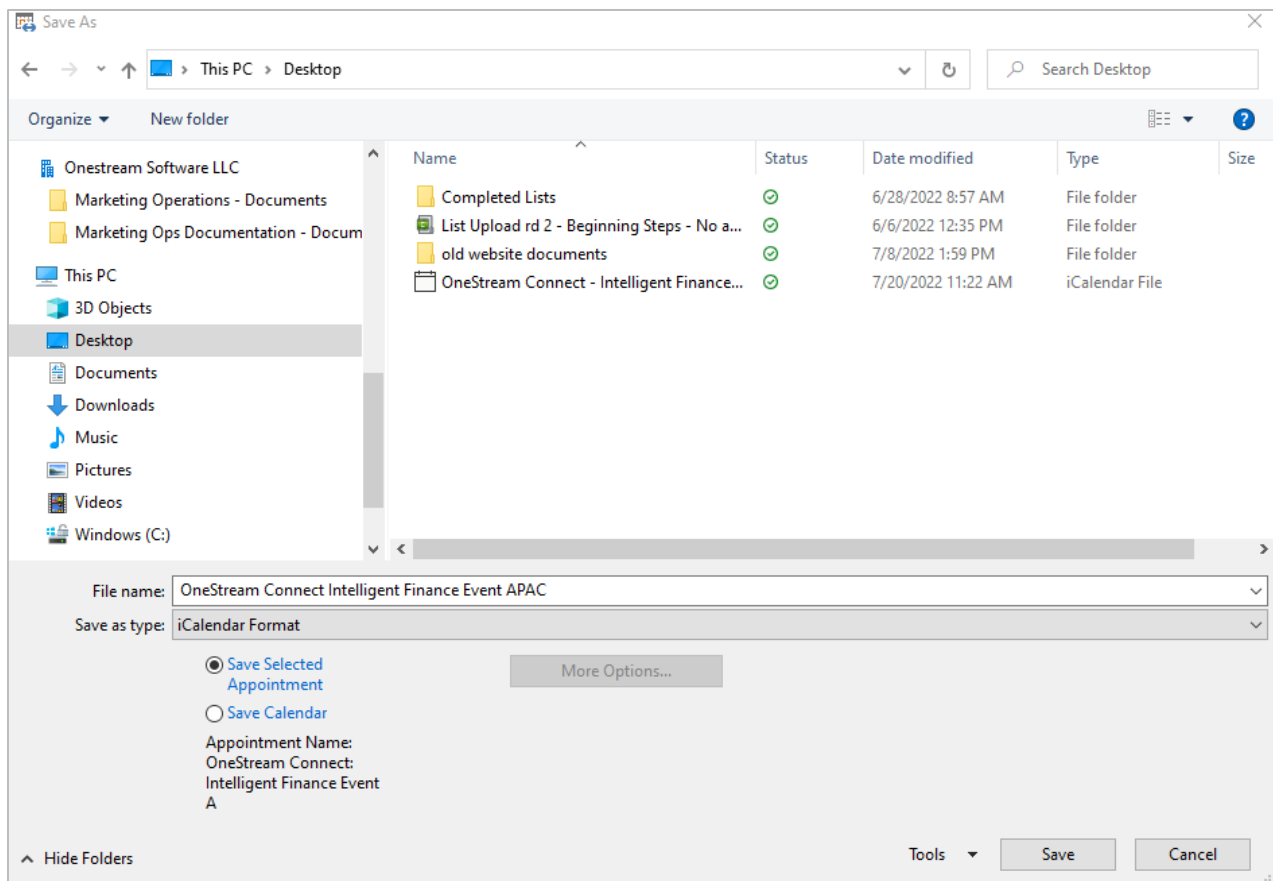
5. In the body of the appointment, add any details about the event you'd like to include.

Thank you for registering for the **Inaugural APAC OneStream Connect: Intelligent Finance Event** taking place on Thursday, September 8th at [Taronga Zoo, Mosman!](#)

**OneStream Connect** is a way to inspire you about the latest and greatest from OneStream while educating you through some inspiring sessions from our team, our customers and our partners. All whilst connecting and sharing experiences with others in a fantastic harbour view setting.

We will begin the event at 8:00am and end around 5:00pm AEST. Complimentary morning & afternoon tea and lunch will be provided. |

6. Once done, click **File**.
7. Click **Save As**.
8. If applicable, update the file name and choose a location on your computer to save the file.
9. From the Save as Type drop-down, select **iCalendar Format**.

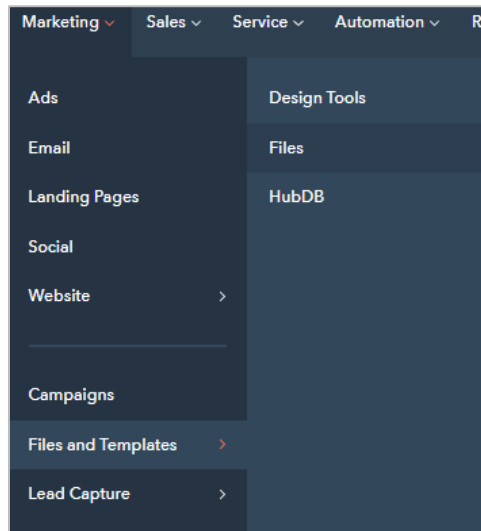


10. Click **Save**.

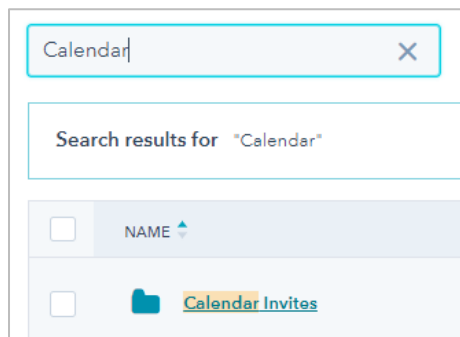
# Uploading Outlook Invite to HubSpot Files

Once the Outlook invite is created, you'll need to upload the saved invite(s) to HubSpot files.

1. Begin by logging into HubSpot.
2. Using the top navigation, select **Marketing**.
3. Click **Files and Templates**.
4. Select **Files**.



5. Using the search bar, search for the **Calendar Invites** folder.



6. Click on **Calendar Invites**.
7. Once in the folder, click the orange **Upload files** button in the upper right corner of the screen.



8. Select the Outlook invite file from your computer.
9. Click **Open**.

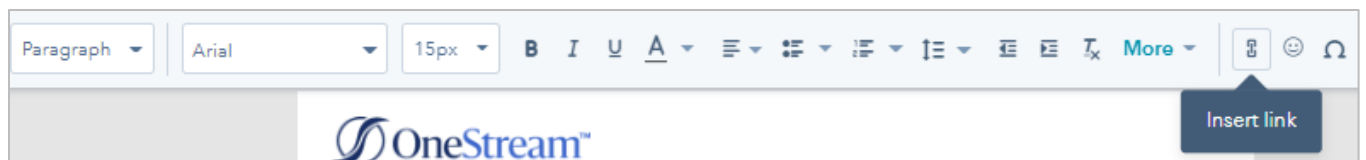


**Note**

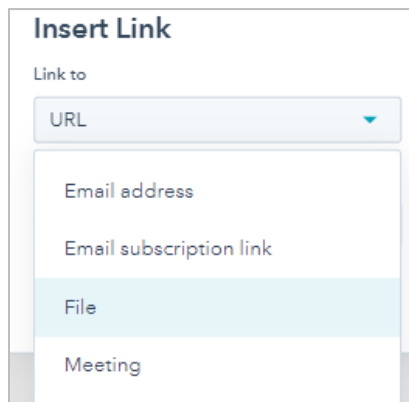
If you have multiple invites, upload each file to the Calendar Invites folder.

## Adding Invite File to Follow-Up Email

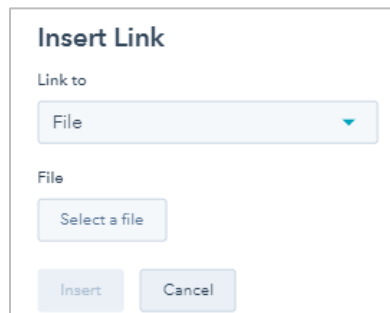
1. In HubSpot, navigate to the follow-up email(s) for your event.
2. If you haven't already, add "Add this event to your calendar" copy to the email.
3. Once added, highlight the **Add this event to your calendar** text and click the hyperlink icon.



4. In the Link to dropdown, select **File**.



5. Click **Select a file**.



6. In the pop-out window, find the calendar invite you uploaded and select it.
7. Click **Insert**.



**Note**

If the follow-up email already had “Add this event to your calendar” hyperlinked, you can simply replace the file. To do so, highlight the text, click the pencil to edit, click replace, find your file, and click apply.

8. Finalize your email and click **Review and update** once done.
9. Repeat the process for each date and time slot available for your event.