**The ‘Event’ Template**

Subject line: Marketing conference follow-up.

Hi [Dave],

It was great meeting you at the [conference] last night.

To recap, my name is [Gina], a [Product Manager] at [Company X]. We spoke briefly about your company and the challenges you’ve faced in the last few months.

After speaking to you it became apparent to me that we could have a mutually beneficial relationship. I’m really interested in learning more about your business.

Let me know if you’re interested and have some free time today for a call and we can get things rolling.

Thanks.