Announcement email

Send 1-2 weeks before launch

**We recommend you copy the content below into your internal communication template.**

Subject

**Get ready! <service name> is coming.**

Content

At **<company>** we are always looking for ways to simplify and improve our company’s collaboration services, keep teams connected and improve relationships with customers and partners regardless of where we are working from.

We are excited to announce on **<date>**we are launching **<service name>.**

**What is <service name>?**

A single, easy-to-use app for team collaboration, chat, calling and meetings.

***OR***

**<service name>** combines audio, web and video to let you collaborate on your computer, mobile device and video system in real-time.

[Learn more.](https://www.globalservices.bt.com/en/my-account/bt-support-centre) ***<This links to a list of all BT Meetings services. We recommend you change this link to the meetings service page you are launching.>***

**What do you need to know?**

On ***<date>*** you will receive your activation email from **<supplier>**. Please ensure you follow the instructions in the email to activate your account.

The **<service name>** will be available on your device from launch day.

***OR***

Download **<service name>** from the Software Centre. **<OR direct link where they can download>**

Please look out for emails with **<service name>** in the title for further information.

Thank you,

***~insert name of internal endorser~***

Thank you,

Internal Endorser Kind regards
**Internal Endorser**