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 regardless of where we are working from.

We are excited to announce on **<date>**we are launching **<service name>** giving you one app, one meeting experience whether you are in the room or virtual.

**What is <service name>?**

**<service name>** is a meeting room that is fully integrated with your **<service name>**, allowing you to connect the room into your **<service name>** meetings like a participant.

When in the room, you can start meetings with one-touch join, then instantly project to the display in the room and share to all participants whether they are in the office or working remotely. Rooms support both scheduled and unscheduled meetings.

**What do you need to know?**

On **<date><service name>** rooms will be available to use.

*Please ensure you are familiar with how to book these rooms* **<insert information>***. (add if applicable)*

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

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

Thank you,

**<insert name of internal endorser>**