

# Customer Advisory Board (CAB) email invite template

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To: Customer

From: Customer Success Manager

**Subject Line:** [Your Company] [Location] Customer Advisory Board (RSVP NEEDED)

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Hi [customer's name],

[Insert personalized greeting]

Your voice in the [Your Company] [Location] CAB is critical to our development for [Your Company], and **I am excited to invite you to join us for our first [Region] Customer Advisory Board.** As one of our most valuable customers, we want you to:

1. [What's in it for your customer - reason #1]
2. [What's in it for your customer - reason #2]
3. [What's in it for your customer - reason #3]

To facilitate a more intimate discussion with your peers and {Your company}, we've decided to keep the group small and intimate, and if you can attend, we'd like to spend some time with you before to ensure we are covering topics that are most valuable for you and your organization.

**To help us plan, could you let me know by [X time, X date] if you're available to join us?**

- CAB date/time option 1
  - CAB date/time option 2
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Best,

[Your name]

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