Dear {!Lead.FirstName},

I'm writing about an event I think you'll want to attend — a short webinar I'll be hosting on Dec. 13 to talk about the new business major in Accounting & Analytics at Stevens Institute of Technology.

What makes this new major so special? Stevens created this major with input from leaders at accounting firms to ensure it meets growing industry demand for entry-level professionals with analytical skills. This webinar will briefly introduce the new major, explain the career advantages it offers for your students and give you the opportunity to ask questions about the program.

The webinar will begin at 12:15 p.m. and last approximately 30 minutes. Please [click here to register](http://www.stevens.edu/webinar/accounting-analytics) for a chance to learn about this exciting new business major. Space is limited, so please register today.

Sincerely,

{Image of Ann’s signature}