

"ATLAS IN 45 MINUTES" · THURSDAY, NOVEMBER 5, 2026 · 1:00 PM ET

Registration landing page

One page, one form, one promise above the fold. The wireframe on the left is the build spec; the copy on the right is final and goes in as written.

1 THU NOV 5 · 1:00 PM ET · 45 MIN

Atlas in 45 minutes: how the new service plans work

Two plans, real numbers, and the questions we get most. Bring your instrument list.

2 Save my seat

Register

We send one confirmation and one reminder.

3 WHAT YOU WILL LEAVE WITH

The two plans

What \$89 and \$149 actually cover, side by side.

A worked year

Twelve months of service on one instrument, line by line.

Your questions

Fifteen minutes of live Q&A with the service bench.

4 SPEAKERS

Avery Kellen
Customer Success Lead

Morgan Reyes
Operations Lead

5 CANNOT MAKE IT LIVE?

Register anyway. The recording is posted the same day and sent to every registrant.

APEX INSTRUMENTS · TAMPA, FL PRIVACY · UNSUBSCRIBE

1 Hero (navy band)

Label: Thu Nov 5 · 1:00 PM ET · 45 min

Headline: Atlas in 45 minutes: how the new service plans work

Subhead: Two plans, real numbers, and the questions we get most. Bring your instrument list.

Illustration is inline SVG, two panels, one orange line. No stock photo.

2 Form card (right of hero on desktop, below it on mobile)

Title: Save my seat

Fields: First name, Last name, Work email, Company. Nothing else.

Button: Register (orange, the page's one accent)

Under the button: We send one confirmation and one reminder.

HubSpot form GUID from the brief; redirect to the thank-you page.

3 What you will leave with

Three cards: The two plans; A worked year; Your questions. Copy as shown in the wireframe. This is the only feature grid on the page.

4 Speakers

Avery Kellen, Customer Success Lead. Morgan Reyes, Operations Lead. Circular portraits 64px; placeholder mark until photos are approved.

5 Cannot make it live?

Register anyway. The recording is posted the same day and sent to every registrant. This line removes the biggest reason people do not register.

6 Rules

Page background page gray, cards white, 12px radius. Body IBM Plex Sans, headings Archivo. Title tag "Atlas in 45 minutes | Apex Instruments." noindex until the recording page replaces it on November 5.

THREE EMAILS BEFORE THE EVENT

Invite, 24-hour reminder, starting now

All three use template.html with the hero band swapped. The invite goes to the full customer list; the reminder and starting-now emails go to registrants only.

SEND	Tuesday, October 27, 9:00 AM ET, full customer list. Resend to non-openers Friday, October 30.
SUBJECT	Atlas in 45 minutes: join us Thursday, November 5
PREVIEW	The two plans, a worked year, and live Q&A with the service bench.

Hi {{contact.firstname}},

On November 2 we launch Apex Atlas, the service plans that replace per-incident repair pricing. Three days later Morgan Reyes from our service bench and I will walk through it live and take your questions.

Thursday, November 5 · 1:00 PM ET · 45 minutes. You will leave knowing what each plan covers, what a typical year of service looks like on Atlas, and which plan fits how you run your instruments. Bring your instrument list.

If you cannot make it live, register anyway. The recording goes to every registrant the same day.

[Save my seat](#)

Avery Kellen · Customer Success Lead · (555) 010-0104

SEND	Wednesday, November 4, 1:00 PM ET, registrants only. Workflow trigger: 24 hours before start.
SUBJECT	Tomorrow at 1:00 PM ET: your Atlas webinar link
PREVIEW	One link, one calendar file, and what to have in front of you.

Hi {{contact.firstname}},

Quick reminder that Atlas in 45 minutes is tomorrow, Thursday, November 5, at 1:00 PM ET. Your join link is below and also in the calendar invite attached.

Have two things handy: your list of Meridian instruments, and roughly how many days a week each one runs. Those two facts answer most of the plan question.

[Join tomorrow at 1:00 PM ET](#)

Avery Kellen · Customer Success Lead

SEND	Thursday, November 5, 12:55 PM ET, registrants only. Workflow trigger: 5 minutes before start.
SUBJECT	Starting now: Atlas in 45 minutes
PREVIEW	We are live. Join link inside.

Hi {{contact.firstname}},

We are starting. Join with the button below. If you get pulled away, the recording will be in your inbox by 5:00 PM ET today.

[Join now](#)

Avery Kellen

RULES FOR ALL THREE

Greeting is always "Hi {{contact.firstname}}," and never a headline. One button per email. Date and time are written the same way every time: Thursday, November 5, 1:00 PM ET. The calendar file attaches to the reminder only. The starting-now email is three sentences and nothing else.

TWO EMAILS AFTER THE EVENT, AND THE RULE FOR WHAT HAPPENS NEXT

Thank-you, recording, follow-up

Attendees and no-shows get different first lines and the same recording. Every registrant ends up in the hands of an account manager within five business days.

SEND Thursday, November 5, 4:30 PM ET, to attendees. Workflow trigger: attendance flag from the webinar platform.
SUBJECT Thank you for joining. The recording and the three questions.
PREVIEW Everything we covered, in a form you can forward.

Hi {{contact.firstname}},

Thank you for spending 45 minutes with us today. The recording is posted, and the audience questions start at the 28-minute mark if you want to skip to them.

The three questions we ask on every plan call, so you can answer them before yours: how many days a week does the instrument run; what happens on the day it is at the bench; and when was the last calibration.

If you already know the answers, {{owner.firstname}} can put your last 24 months of service next to both plans. Reply with "send me my comparison" and it will be with you in two business days.

[Watch the recording](#)

Avery Kellen · Customer Success Lead · (555) 010-0104

SEND Thursday, November 5, 4:30 PM ET, to registrants who did not attend. Same recording link.
SUBJECT You missed it, so here is the recording
PREVIEW 45 minutes, or the 6-minute plan comparison if you are short on time.

Hi {{contact.firstname}},

Today's session is posted. If 45 minutes is too long, the plan comparison runs from 9:10 to 15:40 and covers what most people came for.

Nothing changes for {{company.name}} before January 31, 2027, so there is no rush. When you are ready, {{owner.firstname}} is a reply away.

[Watch the recording](#)

Avery Kellen · Customer Success Lead

FOLLOW-UP RULE

Every registrant is assigned to their account manager as a task the morning after the webinar, due within five business days. Attendees who asked a question during Q&A are called first, then attendees, then no-shows. The call opens with the recording, not the pitch: "Did the session answer your question?"

RECORDING PAGE

The registration page is replaced by the recording page at 4:00 PM ET on November 5. Same URL, the form is removed, a "Recording available" badge replaces the "Live webinar" badge, and the video embed sits where the form was. Chapters: 0:00 welcome, 4:20 why Atlas, 9:10 the two plans, 15:40 a worked year, 24:00 choosing, 28:00 Q&A, 43:00 next steps.

THURSDAY, NOVEMBER 5, 2026 · 1:00 PM TO 1:45 PM ET

Run of show, 45 minutes

Avery Kellen hosts. Morgan Reyes covers the bench and the worked year. Sami Torres runs the platform, the chat, and the clock.

CLOCK	LENGTH	SEGMENT	SPEAKER	ON SCREEN
12:45	15 min	Doors open. Platform check, slides loaded, recording started at 12:58. Hold slide up.	Sami Torres	Hold slide
1:00	4 min	Welcome. Who is on, what we will cover, how to ask a question (chat any time, answered at 28:00).	Avery Kellen	Agenda slide
1:04	5 min	Why Atlas. The problem with per-incident pricing from the customer's side and the bench's side. No slide with the word "broken."	Avery Kellen	Two-column slide
1:09	6 min	The two plans. Atlas Care \$89, Atlas Care Plus \$149, what each includes, standard versus priority turnaround, loaner, calibration.	Avery Kellen	Comparison table
1:15	8 min	A worked year. One Meridian Pro on Care Plus, month by month. What each event would have cost separately. How the bench handles a loaner.	Morgan Reyes	Timeline slide
1:23	4 min	Choosing. The three questions. Which answers point to which plan. Mixed fleets are normal.	Avery Kellen	Three-question slide
1:27	1 min	The date. Current pricing holds through January 31, 2027. What happens if you do nothing. Said once, plainly.	Avery Kellen	Single-line slide
1:28	15 min	Live Q&A from the chat. Sami reads, Avery or Morgan answers. Anything about custom pricing is parked for Dana Whitfield.	All three	Q&A slide
1:43	2 min	Next steps. Recording by 5:00 PM ET, "send me my comparison," your account manager's name. Close.	Avery Kellen	Next-steps slide
1:45		Stop recording. Export attendance list to HubSpot. Trigger thank-you and recording emails at 4:30 PM ET.	Sami Torres	

Speaker checklist, the day before

- ☐ Slides reviewed against the message house. Every figure matches page 2 of the launch pack.
- ☐ Worked-year example rehearsed once out loud with the timer running. Target 8 minutes.
- ☐ Wired connection, headset, quiet room booked 12:30 to 2:00 PM.
- ☐ Backup host assigned (Sami Torres) in case Avery drops.
- ☐ Parked-question list ready: custom pricing, longer grace periods, anything off the FAQ.

Speaker checklist, the day of

- ☐ Join at 12:45. Camera on, name and title set correctly on the platform.
- ☐ Say the date the same way every time: Thursday, November 5. Say the deadline once: January 31, 2027.
- ☐ Answer with the FAQ wording. If a question is not on the FAQ, say so and take it offline.
- ☐ Never quote an old per-incident repair figure, even when asked.
- ☐ Close by naming the next step and the recording time. Stop at 1:45 even if the chat is still active.

IF THINGS GO WRONG

Platform fails: Sami posts the backup link in the chat and emails registrants within 3 minutes. Speaker drops: Sami hosts, Morgan continues, Avery rejoins silently. Running long: cut the worked year to five minutes, never cut Q&A below ten.