**Microsoft Windows 10 EOS: Reseller enablement emails**

**Webinar invite emails x2**

**Webinar invite email (first send)**

[Subject line and preheader combinations x2]

**Windows 10 EOS is on the horizon**

What’s the cost of doing nothing?

**What’s the cost of doing nothing?**

Take action by attending an in-depth training webinar

[Header]

**Windows 10 EOS guidance training**

**What’s the cost of doing nothing?**

Don’t miss out on increased productivity and resilient security when Windows 10 support ends

[Body copy]

Hi <Name>,

Windows 10 End of Support (EOS) is set for 14 October 2025. And while you’ll still be able to use your Windows 10 PCs, there’s a cost to doing nothing, including missing out on:

|  |  |
| --- | --- |
| * Free software updates from Windows Update * Technical assistance and security fixes for vulnerabilities * Windows 365 functionality across applications | * 58% reduction in security incidents1 * 42% time saving to complete demanding workloads2 * 50% increase in workflow and collaboration acceleration3 |

With Windows 11 Pro migration taking up to 14 months on average,4 now’s the time to take action. Attend this in-depth training webinar to learn about avoiding the risks of Windows 10 EOS with a successful move to Windows 11 Pro. You’ll get to pose questions to Microsoft experts and learn how to conduct your own readiness assessment with a detailed live walkthrough. By the end of the session, you’ll feel prepared to take the urgent action needed to start your upgrade journey.

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| **<Event title>** | | |
| **Dates and times**  Thursday 7th November  11:00–12:00 GMT  Wednesday 20th November  13:00–14:00 GMT  Thursday 28th November  11:00–12:00 GMT  Wednesday 11th December  13:00–14:00 GMT | **Speakers**  **Helen Changela**  Director, Go-to-Market, Device Partner Sales, Microsoft UK  **Keith Toh**  Windows Commercial Category Device Partner Sales, Microsoft UK  **Reinier Spruijt**  Technical Consultant, Tablet Academy, Microsoft Global Training Partner | **Agenda**   * The benefits of upgrading * The risks of missing the Windows 10 EOS deadline * Accelerating business success with Copilot and Windows 11 Pro * Deploying Windows 11 Pro with confidence * Running Windows 11 Pro readiness assessments (including detailed walkthrough) * Approaching application compatibility * Next steps and support options * Q&A session |

Set yourself up for success with Windows 11 Pro and our support. Register for the webinar now.

[CTA button options]

* REGISTER NOW

Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 11 devices.

2 Improve your day-to-day experience with Windows 11 Pro laptops, Principled Technologies, February 2023. Compared to Windows 10 devices.

3 [Improve your day-to-day experience with Windows 11 Pro laptops](https://www.principledtechnologies.com/Microsoft/Windows-11-vs-Window-10-comparison-0223.pdf), Principled Technologies, February 2023. Windows 11 devices compared to Windows 10 devices.

4 Average Windows 11 migration project for mid-size business customer.

**Webinar invite email (second send)**

[Subject line and preheader combinations x2]

**Act now to avoid the cost of doing nothing**

Your Windows 10 EOS webinar is on the horizon

**Get expert guidance for your Windows 11 Pro upgrade**

Take action on Windows 10 EOS

[Header]

**Windows 10 EOS guidance training**

**What’s the cost of doing nothing?**

Don’t miss out on increased productivity and resilient security when Windows 10 support ends

[Body copy]

Hi <Name>,

There’s still time to attend Microsoft’s expert-led Windows 11 Pro training webinar. With Windows 11 Pro migration taking up to 14 months on average,1 and Windows 10 End of Support (EOS) set for 14 October 2025, register now to set yourself up for a successful deployment.

[CTA button options]

* REGISTER NOW
* ATTEND WEBINAR
* REGISTER INTEREST
* CHOOSE DATE

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| --- | --- | --- |
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Take action on Windows 10 EOS. Register for the webinar below.

[CTA button options]

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Average Windows 11 migration project for mid-size business customer.