

Turn Conversations into Conversions: An Events Guide for SAP-Embedded Virtual Cards

Your plug-and-play toolkit to engage SAP-aligned corporates and grow adoption of SAP's embedded virtual cards

SAP Taulia



A Guide to Running Effective Issuer-Led Events

Events are one of the most effective ways to bring the story of SAP-embedded virtual cards to life and start the conversations that lead to adoption.

They help you:

Educate corporates on the value of embedded virtual cards through SAP

Create warm, informed leads that move faster through the sales cycle

Position your bank as a strategic partner inside the SAP ecosystem

This guide is designed to make it easy for you, as an issuer, to host impactful and relevant events. Inside, you'll find everything you need to engage the right audience, with the right message, at the right time, including format recommendations, topic suggestions, and ready-to-use copy and follow-ups.

What's inside?

Inside this toolkit, you'll find:

- Recommended event formats and how to choose the right one
- Five audience and topic ideas mapped to real corporate pain points
- Sample agendas to simplify planning
- Customizable email and social copy to promote your event
- Design and messaging tips to stay on-brand and on-message

Event Formats

Before planning your event, it's essential to consider the format. Ultimately, the type of event you choose depends on your audience, topic, and the level of engagement you seek.

For example, you may opt for a webinar if you're planning a broad education and demand generation event, while an in-person working lunch may be better suited for close relationship building and nurturing warm leads.

Use this page to help you pick the approach that best suits your event, audience, and purpose.

Event format comparison

Format	Best for	Funnel stage	Pros	Considerations
Webinar	Broad education, early-stage leads	Top of funnel	Scalable, low-cost, repeatable	Less personal, harder to facilitate depth
Lack of control	Senior, peer-based discussion	Mid funnel	High engagement, peer-to-peer insights	Smaller audience, more planning required
In-person working lunch/dinner	Relationship building	Mid-to-bottom of funnel	High-impact for strategic accounts	Invite-only, higher cost/logistics
Hybrid forum	Cross-functional or partner sessions	Mid-to-top of funnel	Flexible format, broader visibility	Coordination-heavy, technical set up

Match your objective to the right format

Your aim	Target audience	Suggested topic	Suggested format
Reach a broad finance audience with working capital themes	CFOs, AP leaders, finance ops	How finance leaders are unlocking value through SAP's embedded virtual cards	Webinar or roundtable
Help procurement teams manage payments	CPOs, procurement ops, Ariba users	Procurement payments for a volatile world	Roundtable or fireside chat
Address IT, treasury, or security-focused questions	IT leads, treasury, risk	Secure, scalable, and built-in: Embedded virtual cards built for SAP	Webinar (technical format)
Go deep with a vertical-specific angle	Manufacturing, pharma, retail, etc.	Smart payments in complex supply chains	Webinar with case study or vertical panel
Engage cross-functional stakeholders and align priorities	CFO, CPO, CIO	The payment that sells itself	Working lunch or hybrid forum

Event Topic Ideas

This section gives you five event topics, each designed to resonate with a specific audience, address real business pain points, and match the right virtual card model to the need.

Each one includes a recommended format, speaker roles, and a sample agenda to help you bring the message to life.

Topic 1

How finance leaders are unlocking value through SAP's embedded virtual cards

Audience: CFOs, heads of finance, accounts payable, finance transformation teams

Pain points addressed:

- Pressure to improve working capital and cash flow
- Time-consuming reconciliation processes
- Increased exposure to fraud and manual errors
- Difficulty getting visibility across supplier payments

SAP virtual card model: SAP Taulia ERP-embedded virtual cards (or 'Pay-on-Invoice embedded cards')

Best format: Webinar or virtual roundtable: accessible and scalable, ideal for educating finance leaders on how Pay-on-Invoice embedded cards work natively within SAP

Recommended speakers:

- Issuer treasury or commercial payments lead
- SAP Taulia product or solution expert
- Corporate finance leader or customer advocate

Time	Segment	What to cover
5 mins	Welcome and overview	How finance leaders are unlocking value through Pay-on-Invoice embedded cards
15 mins	SAP's embedded virtual cards overview	Procurement payments for a volatile world
15 mins	Case study or demo (Issuer or client)	Secure, scalable, and built-in: Pay-on-Invoice embedded cards built for SAP
20 mins	Panel discussion or Q&A	Smart payments in complex supply chains
5 mins	Close and call to action	The payment that sells itself

Event Topic Ideas

Topic 2

Procure-to-pay in a volatile world: Smarter supplier payments in SAP Ariba

Continued.

Audience: Chief procurement officers (CPOs), procurement operations leads, SAP Ariba users

Pain points addressed:

- Delays and friction when paying one-time or non-catalog suppliers
- Supplier onboarding bottlenecks slowing down urgent purchases
- Manual workarounds that bypass procurement policy
- Pressure to enable agility without compromising compliance or control

SAP virtual card model: Embedded virtual cards in SAP Ariba Buying (or 'Pay-on-PO embedded cards')

Best format: Fireside chat or virtual roundtable—ideal for engaging procurement leaders on simplifying urgent or one-time spending

Recommended speakers:

- Issuer procurement or sourcing lead
- SAP Taulia product or solution expert
- Corporate procurement leader using SAP Ariba

Time	Segment	What to cover
10 mins	Welcome and overview	Quick intro, context on procurement pressures, and how Pay-on-PO embedded cards can help
20 mins	Fireside chat	How Pay on PO works in SAP Ariba, what makes it fast and compliant, and how it compares to traditional methods
30 mins	Peer discussion or panel	Real-world examples of solving urgent or one-time spend and lessons from other teams
10 mins	Audience Q&A	Invite questions and dive into practicalities (setup, suppliers, workflows)
5 mins	Close and call to action	Summarize key points, share follow-up options, and invite next steps

Event Topic Ideas

Topic 3

Secure, scalable, and built-in: SAP-embedded virtual cards for IT and treasury

Continued.

Audience: CIOs, IT leads, treasury teams, risk and compliance stakeholders

Pain points addressed:

- Integration fatigue from bolt-on tools and disconnected platforms
- Low visibility into payment data and reconciliation
- Security and compliance concerns with manual processes
- Treasury teams needing more control over working capital and timing

SAP virtual card model: This session covers both embedded virtual card solutions within SAP and the capabilities each offers:

- **SAP Taulia ERP-embedded virtual cards (Pay on Invoice)** for automated payments inside SAP ERP
- **Embedded virtual cards in SAP Ariba Buying (Pay on PO)** for fast, compliant payments triggered in SAP Ariba

Best format: Demo webinar or technical showcase—best for IT or treasury-heavy audiences who want to understand system impact, integration requirements, and control features

Recommended speakers:

- Issuer product lead or integration expert
- SAP virtual card solution specialist (ERP and Ariba knowledge)
- Corporate IT or treasury lead with implementation experience

Time	Segment	What to cover
5 mins	Welcome and overview	Quick intro, session goals, and why embedded payments matter for IT and treasury
15 mins	Product walkthrough	How SAP's embedded virtual cards work across ERP and Ariba, emphasizing how it's built in
15 mins	Demo or case study (Issuer or client)	Real-world setup experience, ease of integration, and impact on reconciliation or risk
20 mins	Q&A with SAP and issuer experts	Invite technical or treasury-focused questions around setup, scale, and security
5 mins	Close and call to action	Recap key benefits, share tech resources, and offer a follow-up workshop

Event Topic Ideas

Topic 4

Smart payments in complex supply chains—SAP-embedded virtual cards in action

Continued.

Audience: Finance, procurement, and shared services teams in industries like:

- Manufacturing
- Automotive
- Pharmaceuticals
- Retail
- Logistics
- Food and beverage

Pain points addressed:

- High transaction volume across fragmented supplier networks
- Manual effort in AP and procurement processes
- Late payments slowing down production or delivery timelines
- Difficulty reconciling payments across regional and functional silos

SAP virtual card model: Pay on Invoice and Pay on PO. This session shows how SAP's embedded virtual cards, powered by SAP Taulia, adapts to both invoice- and procurement-led payment flows:

- Use **Pay-on-Invoice embedded cards** for high-volume AP automation (SAP ECC / S/4HANA)
- Use **Pay-on-PO embedded cards** for one-time or urgent purchases (SAP Ariba Buying)

Best format: Case study webinar or industry panel—best for showcasing real use cases from corporates within the same industry.

Recommended speakers:

- Issuer sector lead or industry relationship manager
- SAP vertical or solution expert (ERP/Ariba)
- Corporate customer from a relevant industry (finance or procurement lead)

Time	Segment	What to cover
5 mins	Welcome and overview	Set the stage for why payment automation matters in complex supply chains
15 mins	Capability and industry view	How SAP's embedded virtual cards support ERP- and Ariba-led flows in [industry]
15 mins	Customer case study	How a corporate automated AP or enabled spot-buy payments, and the results
20 mins	Live panel or audience Q&A	Invite questions or run a moderated discussion on industry-specific challenges and learnings
5 mins	Close and call to action	Recap key takeaways and invite attendees to book a tailored session or download assets

Event Topic Ideas

Topic 5

Uniting finance and procurement through SAP-embedded virtual cards

Continued.

Audience: Targeted groups from:

- Finance (CFOs, AP leads, treasury)
- Procurement (CPOs, operations, Ariba users)
- IT or Transformation leads

Pain points addressed:

- Misaligned processes between finance and procurement
- Manual workarounds for urgent spend or invoice reconciliation
- Siloed systems and inconsistent data visibility
- Difficulty agreeing on payment methods that work for everyone

SAP virtual card model: Pay on Invoice and Pay on PO. This session shows how SAP's embedded virtual cards, powered by SAP Taulia, can bring teams together through one integrated capability. It supports:

- **Pay on Invoice** for finance-led, ERP-integrated payments
- **Pay on PO** for procurement-driven, SAP Ariba-based spend

Best format: Working lunch or hybrid format—ideal for engaging multiple, high-interest stakeholders in one session.

Recommended speakers:

- Issuer payments strategy or transformation lead
- SAP product expert with knowledge of both solutions
- Corporate customer who has bridged finance and procurement workflows

Time	Segment	What to cover
5 mins	Welcome and overview	Outline the challenge: fragmented payment processes and missed opportunities
15 mins	SAP's embedded virtual cards overview	How the solutions support both invoice and PO flows across finance and procurement
15 mins	Case study or joint panel	How a business unified teams and improved payment control using SAP's embedded virtual cards
20 mins	Moderated discussion or open Q&A	Let attendees explore overlaps, gaps, and opportunities for their environment
5 mins	Close and call to action	Recap benefits for each team and suggest follow-up steps (joint workshop, demo, etc.)

Speaker Introductions Toolkit

To give your event a professional, confident start, you can find ready-to-use templates for different speaker roles. Add the name, title, and organization, and adjust as needed.



Issuer Payments Lead

“**[Name]** leads virtual card strategy for **[Bank Name]**, helping corporates modernize payments through integrated solutions built for SAP. Their team focuses on enabling clients to streamline supplier payments, drive automation, and unlock new value from ERP- and procurement-driven spend.”



Corporate Guest

“**[Name]** is **[Job Title]** at **[Company]**, where they led the rollout of SAP's embedded virtual cards to improve supplier payments. Their team used the solution to automate transactions, reduce manual effort, and accelerate payment processes across finance and procurement.”



SAP Taulia Expert

“**[Name]** is a product leader at SAP Taulia, specializing in native payment automation across Pay on Invoice and Pay on PO virtual card models. They work closely with issuers and corporates to bring SAP's embedded virtual cards to life, simplifying how B2B payments work at scale, directly within SAP systems.”

Email Templates

Promoting your event is just as important as planning it.

This section gives you ready-to-use email copy, including initial invites and post-event follow-up. Each template is fully customizable by audience, topic, and format.

You'll find:

- Two invite versions (HTML and plain text)
- A reminder email
- Two follow-up emails (for attendees and no-shows)

Email 1 Invite (HTML)

This suggestion layout is designed for branded, large-volume emails via your CRM platform. It includes styled elements like headers, CTA buttons, and formatting consistent with your branding.

Subject:

Join us: The one solution that simplifies supplier payments in SAP

Preview text:

Streamline high-volume payments with SAP-embedded virtual cards, integrated directly into **[e.g. SAP ERP]**.

Header (banner):

Live session

The one solution for supplier payments built into SAP

IMAGE

Hi **[First Name]**,

Your ERP is already smart. Your payments should be too.

Managing supplier payments shouldn't be complex, especially when your ERP already runs the rest of your business.

Join **[Bank Name]** for a live **[event type, e.g., webinar/roundtable]** on how SAP's embedded virtual cards, powered by SAP Taulia, help finance teams automate invoice payments, improve control, and reduce manual effort, all inside **[e.g. SAP S/4HANA or ECC]**.

This session will highlight how **[solution name, e.g., embedded virtual cards in SAP Ariba Buying]** delivers true automation from approval to reconciliation, without extra platforms or IT burden. It's embedded by design, ready to help you move faster, streamline processes, and get more out of your SAP environment.

What you'll learn:

- How SAP-embedded virtual cards work inside **[e.g. SAP ERP systems]**
- What makes them different from other payment methods
- Real examples of finance teams improving visibility and efficiency in SAP

Event details:

Date: **[Insert date]**

Time: **[Insert time]**

Format: **[Event type, e.g., Webinar/Roundtable/Working Lunch]**

CTA button:

Register now

Questions? Contact your **[Bank Name]** representative.

We look forward to seeing you there,
The **[Bank Name]** Virtual Cards Team

Email Templates

Continued.

Email 2 Invite (Plain text)

Use this version for personal outreach, which is ideal for account managers or BDMs sending 1:1 emails directly from their inbox to known leads they have already been in conversations with.

Subject:

See how SAP's embedded virtual cards simplify supplier payments

Preview text:

A short session on invoice automation, ERP-native payments, and how to reduce manual effort at scale.

Hi **[First Name]**,

We're hosting a live **[event type, e.g., webinar/roundtable]** to highlight how SAP's embedded virtual cards, powered by SAP Taulia, help finance teams simplify supplier payments. From invoice approval to reconciliation, it delivers automation inside SAP, but with no new platforms or added IT complexity.

You'll learn how **[solution name, e.g., embedded virtual cards in SAP Ariba Buying]** works inside **[e.g. SAP ERP (S/4HANA and ECC)]**, and how it helps improve working capital, reduce fraud, and streamline processes at scale.

Event details:

[Insert date]

[Insert time]

[Event type, e.g., Webinar/Roundtable/Working Lunch]

Register here: **[Insert link]**

Questions? Contact your **[Bank Name]** representative.

Hope you can join us.

The **[Bank Name]** Virtual Cards Team

Email Templates

Continued.

Email 3 Reminder

Use this reminder email 1–2 days before the event. It should be sent to all registered attendees via your CRM platform, either as part of an automated flow or manually through your marketing team.

Subject:

Reminder: Your SAP-embedded virtual cards session is coming up

Preview text:

Join us to see how SAP's embedded virtual cards simplify supplier payments at scale

Hi **[First Name]**,

Just a quick reminder that our upcoming **[event type, e.g., webinar/roundtable]** is right around the corner. We'll be exploring how SAP's embedded virtual cards, powered by SAP Taulia, enable finance teams to automate invoice payments, from approval to reconciliation, all from within **[e.g. SAP ERP]**.

Event details:

[Insert date]

[Insert time]

[Insert Join link]

In this session, you'll learn:

- How **[solution name, e.g., embedded virtual cards in SAP Ariba Buying]** works inside **[e.g. SAP S/4HANA and ECC]**
- What makes it different from traditional payment methods
- How finance teams are improving working capital and visibility

We look forward to seeing you there.

The **[Bank Name]** Virtual Cards Team

Email Templates

Continued.

Email 4 Follow-up (Attended)

Send this to all attendees within 24 hours of the event. Personalize where possible for high-intent leads (e.g., those who asked questions). Include a link to a replay or resources if available.

Subject:

**Streamlining supplier payments—
let's keep the conversation going**

Preview text:

Let's talk next steps for bringing virtual card automation into your SAP environment.

CTA button:

Book a follow-up

Hi **[First Name]**,

Thanks for joining our session about SAP's embedded virtual cards. We hope it gave you a clear insight into how **[solution name, e.g., embedded virtual cards in SAP Ariba Buying]** helps automate supplier payments, improve working capital, and streamline reconciliation, all from inside **[e.g. SAP ERP]**.

If you'd like to take the next step, we'd be happy to set up a one-to-one session to explore how this could work for your team.

You can also reply to this email, and we'll take it from there.

Looking forward to continuing the conversation,
The **[Bank Name]** Virtual Cards Team

Email Templates

Continued.

Email 5

Follow-up (Didn't attend)

Send this to all attendees within 24 hours of the event. Personalize where possible for high-intent leads (e.g., those who asked questions). Include a link to a replay or resources if available.

Subject:

Here's what you missed: Embedded payments in [e.g. SAP ERP]

Preview text:

Catch up on **[solution name, e.g., embedded virtual cards in SAP Ariba Buying]** and how it helps automate supplier payments inside SAP.

Hi **[First Name]**,

We're sorry we missed you at our recent session about SAP's embedded virtual cards. It was a valuable discussion on how finance teams are automating supplier payments directly within **[e.g. SAP ERP]**.

You can still catch up on everything we covered, including how **[solution name, e.g., embedded virtual cards in SAP Ariba Buying]** enables ERP-native payment automation, real-time reconciliation, and secure, delayed funding that supports working capital goals.

CTA buttons:

Watch the replay

Book a follow-up

Prefer a one-to-one walkthrough? Just reply to this email and we'll set something up.

Hope to connect soon,
The **[Bank Name]** Virtual Cards Team

Social Copy Templates

Use these ready-to-post social posts to promote your event before and after. Each version is customizable for your audience (finance, procurement, IT), payment model (Pay on Invoice or Pay on PO), and format (webinar, roundtable, etc.).

Pre-event Option 1 (Solution-focused)

What if supplier payments happened where the rest of your business already does?

Join **[Issuer Name]** to discover how SAP-embedded virtual cards streamline both invoice-based and procurement-led payments, fully embedded within SAP ERP and SAP Ariba systems.

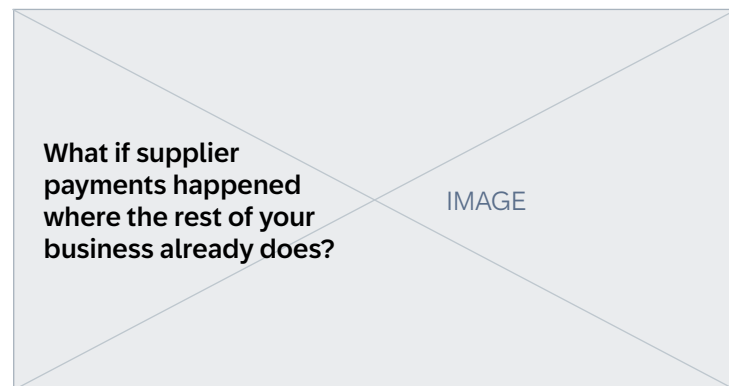
Issue, track, and reconcile card payments with no extra platforms, workarounds, or supplier disruption.

 **[Date]**

 **[Time]**

 **[Register now]**

[#EmbeddedFinance](#) [#SAP](#) [#VirtualCards](#) [#Automation](#)



Pre-event Option 2 (Finance-focused)

Still reconciling invoices manually? There's a smarter way.

Join **[Issuer Name]** to see how **[solution name, e.g., embedded virtual cards in SAP Ariba Buying]** helps finance teams automate supplier payments inside **[e.g. SAP ERP]**.

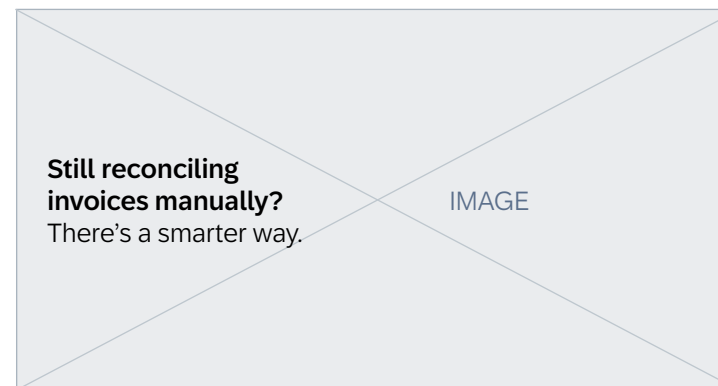
What does that mean for you? Increased control and visibility, and more working capital.

 **[Date]**

 **[Time]**

 **[Save your seat]**

[#FinanceLeadership](#) [#WorkingCapital](#) [#SAPERP](#) [#VirtualCards](#)



Social Copy Templates

Use these ready-to-post social posts to promote your event before and after. Each version is customizable for your audience (finance, procurement, IT), payment model (Pay on Invoice or Pay on PO), and format (webinar, roundtable, etc.).

Post-event

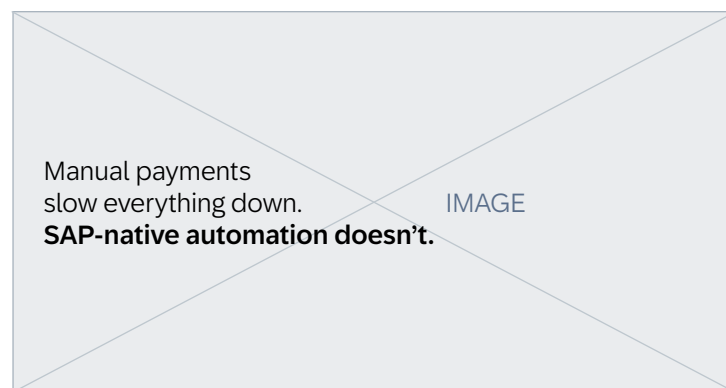
Option 1 (Replay CTA)

Manual payments slow everything down. SAP-native automation doesn't.

Watch the replay of our session with **[Issuer Name]** to learn how SAP-embedded virtual cards help finance teams cut risk, reduce effort, and keep supplier payments flowing, without leaving **[e.g. SAP ERP]**.

 **[Watch now]**

[#SAP](#) [#VirtualCards](#) [#APAutomation](#) [#ERPFinance](#) [#DigitalPayments](#)



Post-event

Option 2 (Re-engagement)

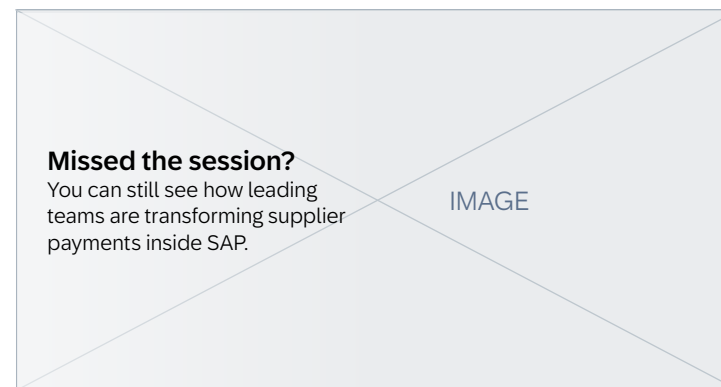
Missed the session? You can still see how leading teams are transforming supplier payments inside SAP.

Catch up on how automated embedded virtual cards are helping teams automate payments, boost control, and reduce manual effort, all within SAP ERP and Ariba.

Want a quick summary or one-to-one overview?

 **[Book a follow-up]**

[#SAPAriba](#) [#SAPERP](#) [#VirtualCards](#) [#B2BPayments](#) [#FinanceAndProcurement](#)



Post-Event Nurture Guide

Running a great event is only the beginning.

What happens after is what turns interest into action. This quick 3-step playbook helps issuers follow up with the right message, at the right time, based on how each contact engaged.

Step 1 Segment your audience

Start by sorting your audience into four clear groups.

Segment	How to identify	Next action (via email or call)	Suggested content asset to send
High intent	Attended and asked questions or engaged in discussion	Schedule a discovery call	Case study/datasheet and CTA to book a call
Moderate intent	Attended but didn't engage (watched the session only)	Reconnect with a light follow-up and recap	Session summary PDF (1 pager) and "Want to explore?" email
Warm lead	Registered, but didn't attend	Send replay (if recorded) and/or short summary	Webinar recording, one paragraph of key takeaways
Passive interest	Opened post-event email or downloaded follow-up content	Share highlight content with CTA (e.g., request a walkthrough or download an asset)	1-pager or infographic and contact invite

Step 2 Tailor your follow-up approach

Use this table to match your next action and content to each segment.

Step 3 Follow up with your contact

Follow-ups should feel helpful, but not like a sales push. Keep them simple, direct, and CTA-driven, and use the email templates in this guide to help you.

Subject line: Want to see how this works inside your SAP environment?
CTA: [Book a 20-minute follow-up] or [Let's set up a quick call]

Tone: Friendly expertise, and focused on solving a challenge they already relate to

Tip

Always include a simple reply option (e.g., "You can reply to this email and we'll take it from there."), especially for moderate-intent leads.

Design and Messaging Guidance

To keep all event assets aligned with the campaign and product positioning, use the following guidance when adapting this content for invites, decks, landing pages, or follow-ups.

Product naming

SAP offers two embedded virtual card solutions, both powered by SAP Taulia. When referred to collectively, use the umbrella terms:

SAP-embedded virtual cards

SAP's embedded virtual cards

Embedded virtual cards through SAP

But when referring to each solution separately, always use the following terms and capitalize as shown:



**SAP Taulia ERP-embedded virtual cards
OR Pay-on-Invoice embedded cards**

Use when referring to the Pay on Invoice model, embedded in SAP ERP (ECC or S/4HANA)



**Embedded virtual cards in SAP Ariba
Buying OR Pay-on-PO embedded cards**

Use when referring to the Pay on PO model, embedded in SAP Ariba Buying workflows.



**SAP-embedded virtual cards
OR SAP's embedded virtual cards**

Use when referring to the overall capability that includes both models

Naming conventions: On the first reference, use the official and secondary names together: e.g., Embedded virtual cards in SAP Ariba Buying (or 'Pay-on-PO embedded cards'). Thereafter, use the secondary name only.

Design and Messaging Guidance

Continued.

Messaging tips

Overall messaging

- Emphasize that this is an SAP-native solution that's built-in, not a bolt-on integration
- Highlight benefits like automation, visibility, speed, and control
- Speak to real outcomes: improved cash flow, faster settlement, fewer delays
- Keep the tone confident, helpful, and practical

For finance/AP (Pay on Invoice)

- Focus on automation and visibility inside SAP ERP
- Lead with working capital gains, fraud prevention, and streamlined reconciliation
- Emphasize “touchless” invoice-to-payment workflows—no extra steps or bolt-ons

For procurement (Pay on PO)

- Focus on speed, control, and compliance for one-time or urgent spend
- Highlight how embedded virtual cards work without modifying workflows in SAP Ariba Buying
- Speak to reducing supplier onboarding delays without bypassing policy

For IT/treasury/transformation leads (Both models)

- Emphasize SAP-native integration (ERP and Ariba)—no middleware, no custom builds
- Highlight real-time data, card-level controls, and secure scale
- Position this as a way to extend SAP capability, not increase complexity

Quick-Start Checklist For Issuers

Ready to run your event? This checklist gives you a clear, step-by-step flow to plan your event from start to finish.

1

Choose your topic

Pick from five event-ready themes based on your audience and objectives.

2

Pick the best format

Webinar, roundtable, executive session—use the format comparison to help you decide.

3

Customize your invite

Use the provided email templates to help you with outreach.

4

Align with SAP Taulia (optional)

If you'd like solution expertise at your event, contact your SAP Taulia rep to coordinate a speaker.

5

Promote across channels

Send reminders via email and amplify with social posts.

6

Run your event

Use the sample agendas, speaker intros, and format guidance to deliver a smooth, high-value session.

7

Follow up with intent

Segment your audience, share the right assets, and start the sales conversation.

Taking It forward

This guide is designed to help you run effective, focused events that open up the right conversations with SAP-aligned corporates.

With the right approach, you'll be ready to engage your audience, deliver real value, and support adoption of SAP's virtual card solutions in a way that works for your clients and your teams.

For questions or support, reach out to your SAP Taulia contact.