

What are Expert Class release emails?

Last Modified on 10/21/2026 1:16 pm EDT

This article explains the emails Big Think+ sends when we release a new Expert Class, what learners see, and how often they arrive.

What is an Expert Class release email?

Our team releases a new Expert Class every two weeks. When one launches, learners at organizations with release emails turned on get an email introducing it, so new content reaches people the day it's available.

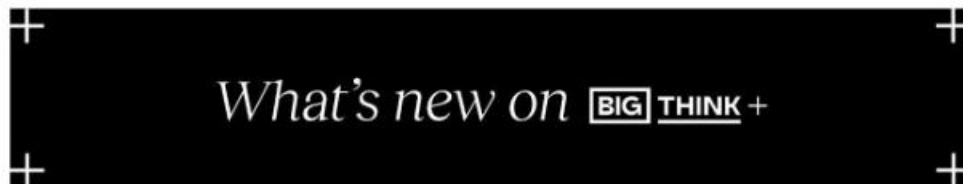
What's in the email?

- The Expert Class title, with the expert's name and credentials
- A short description of what the class covers
- The class's learning objectives
- A **Watch now** button that opens the class on Big Think+

The subject line follows this format: **New Expert Class: "[Class title]," with [Expert name]**

From: Big Think+ <hello@app.bigthink.com>

Subject: New Expert Class: "Financial Fundamentals for Leaders," with Dambisa Moyo



Financial Fundamentals for Leaders

Dambisa Moyo

Economist, House of Lords Member, and Author

The leadership decisions you make about investments, risks, and priorities can shape your organization's long-term success. Understanding the financials can help you better see the tradeoffs involved in each major strategic decision. In this expert class, economist and House of Lords member Baroness Dambisa Moyo provides foundational financial knowledge to help you see the bigger picture.

Learning objectives

- Interpret financial statements.
- Compare investment options.
- Prioritize long-term value.
- Examine key business considerations.

For more Expert Classes, explore leadership topics on [Big Think+](#).

Watch now

How often will learners get one?

Every two weeks, when a new Expert Class is released. Staff Picks emails go out on the weeks in between, so learners with both turned on hear from us about once a week. See [What emails does Big Think+ send to learners?](#) for the full schedule.

Who sends it?

Release emails come from **Big Think+ <hello@app.bigthink.com>**. Every email includes a Help Center link and an unsubscribe link in the footer.

Do links work with our single sign-on?

Yes. Links are built for each learner, so learners at organizations using SSO are routed through your sign-on and into the class.

How do I turn it on?

Contact your Partner Success manager or email partnerservices@bigthink.com. See [How do I turn on Big Think+ emails for my learners?](#) for the full checklist.

Related articles

- [What emails does Big Think+ send to learners?](#)
 - [What are Staff Picks emails?](#)
 - [What are the Big Think+ onboarding emails?](#)
 - [Big Think+ learner emails: frequently asked questions](#)
-