

How do I turn on Big Think+ emails for my learners?

Last Modified on 10/21/2026 1:17 pm EDT

This article walks through how to turn on Big Think+ learner emails for your organization and the steps that make sure they reach your learners' inboxes.

Step 1: Tell us which emails you want

Contact your Partner Success manager or email partnerservices@bigthink.com and let us know which emails to turn on:

- Onboarding series (new learners, first 30 days)
- Expert Class releases (every 2 weeks)
- Staff Picks (every 2 weeks, alternating with releases)

Each email type is turned on separately, so you can start with all three or only the ones that fit your plans. Most organizations turn on all three to give learners a steady, once-a-week rhythm.

Step 2: Allowlist our sender

Ask your IT or email team to allowlist **hello@app.bigthink.com** and check that your spam filters won't hold our emails. Product emails come from the **app.bigthink.com** subdomain, so if you've already allowlisted other Big Think addresses, make sure this one is included too.

Step 3: Make sure we have real email addresses

We can only email learners whose Big Think+ account has a working email address.

- **Invited learners:** learners added through User Management already have an email address on file. They need to accept their invitation before onboarding emails start.
- **SSO learners:** confirm that your identity provider sends us each learner's real work email address. If your SSO sends an employee ID or another identifier instead, we may not be able to email those learners. Your Partner Success manager can check this with you. Learn more in [How does User Management work with SSO?](#)
- **LMS and SCORM learners:** learners who only access Big Think+ through SCORM packages in your learning management system (LMS) don't receive these emails.

Step 4: Let learners know what's coming (optional)

A quick heads-up helps learners recognize our emails. You might include a line in your launch message like: "You'll get a short email from Big Think+ about once a week with new and recommended Expert Classes." Our email templates can help you write your launch

messages.

Checklist

Item	Who
Ask Partner Success to turn on the emails you want	You
Allowlist hello@app.bigthink.com and check spam filters	Your IT or email team
Confirm SSO sends real email addresses	Your IT team, with Partner Success
Follow up on pending invitations	You, in User Management
Give learners a heads-up (optional)	You

Can I turn emails off later?

Yes. Contact Partner Success any time to pause or turn off any email type for your organization. Individual learners can also unsubscribe using the link at the bottom of every email.

Related articles

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