

Good Example

Subject: Reminder of Meeting on PASS Process – 10am on 5 Oct.

Hi Jim,

I just wanted to remind you about the meeting we have scheduled for Monday October 5 at 10:00am. It's being held in conference room A, and we'll be discussing the new PASS Process.

If you have any questions, feel free to get in touch (x3024).

Best wishes,

Mark

This subject (headline) is very specific and means that the reader doesn't even have to open the email to get most of the relevant information. It also serves as a useful prompt, because every time the reader glances at his saved emails, he'll be reminded about the meeting.