

Invitation Email

If you are using email as a means of inviting clients to your events, we recommend they are used for educational or online events only.

You need to be mindful that email invitations may be susceptible to technical problems and sometimes never arrive to the intended recipient or end up in their spam folder. However, they are essential in the case of online events where participants will need to be provided digital links.



Keep It Short & Sweet

Be sure the body of the email invitation is easily printed on one-page. As soon as the invitee sees too much text, they will get overwhelmed and likely not even read it.

If additional detail is required for the event, like a map, instructions on how to prepare, more detail of the event itself, or the biography of the guest speaker, be sure to include them as individual attachments with the email.

- Ideally you can have 1 or 2 attachments, but we don't recommend any more than 3 and only if absolutely necessary.
- All attachments must look professional in terms of formatting and feel.

Make it FUN!

Of course, we want you to be consistent with font style, size and branding in your correspondence, but this is the best place to use your creative license in terms of making it a little more interesting.

You may want to incorporate one or more of the following techniques with your Email Invitation:

- Use larger than normal header fonts to catch attention
- Use colors that theme with the type of event
- Use images or graphics to create instant visual attraction
- Allow for a good amount of white space so it isn't too crowded

At the end of the day, ask yourself how you would respond to this event invitation if it landed in your inbox?

Always Send It to Yourself First – Quality Control

We recommend you ALWAYS send a copy of the invitation to yourself first as a means of ensuring it is being received in the format in which it is intended. It also gives you an opportunity to ensure the attachments work properly and look great, along with any links you may have included to register for the event. Last but not least, it is your final opportunity to correct typos, spelling mistakes or anything else that might need changing.