

Writing for Impact

Template 4

Invitation

Sender's company name and address	OTC Financial Services, 14, Central Avenue, Anytown	
Date	1 st September 20XX	
Recipient's name and address	Mr Robert Winters, 404 Net Marketing, Unit 11A, New Business Park, Anytown	You can place a colon (:) after your greeting in US-style letters. In the UK, a comma is more common.
Greeting	Dear Robert:	
Subject line (bold or underlined, capital letters)	INVITATION TO BUSINESS MIXER	When you have a clear subject line, you can include some background information before the actual invitation.
Background information	As you may know, we will be moving to our new offices at the end of September. We are very excited about our new premises, which are much larger and more modern than our current location. We believe this move will enable us to serve our customers much more effectively.	Try to relate the information to the reader: how/why will it be interesting.
The invitation	To celebrate, we are planning a small business mixer for some of our best customers and our closest business partners, and we would be delighted if you could attend.	Show that the recipient is special, and not just one of hundreds of invitees.
Practicalities: where, when, why and what to wear	The party will take place in our new office in the Blueberry Field Business Park (see enclosed map), on the evening of Thursday 14 th September, from 7pm to around 10pm. Food and drinks will be provided. The dress code is business casual. We hope the party will also be a good opportunity for you to meet some useful contacts from the local business community.	Make sure you advise people what to wear – this can be a serious source of stress and embarrassment if people get it wrong.
The call to action, with a deadline.	Please let me know by Thursday 7 th if you will be able to attend, and if you would like to bring any colleagues. If you cannot attend our event, you are still very welcome to come and visit us in our new office at any time.	Emphasise why the recipient might benefit from attending.
	Sincerely, Gloria Alexander Gloria Alexander Office Manager	
Enclosures	Enclosures (1): Map of location	Avoid putting too much pressure on the recipient: they don't need to feel bad if they can't attend.
		If you enclose other documents, it's good to show how many there should be.