

Event Invite

Start by filling in as many of the boxes as you can, leave gaps where you don't know, or need more time to think, then keep reviewing the document, adding and editing as you go.

Title	
Strap line (subtitle – topic/benefit)	
Background and lead into the topic Introduce your topic and explain why the topic is important – include stats and %'s -	
Objectives What the event is setting out to achieve – you may not use this in your copy but it's useful to remind yourself as you write	
Who should attend? Eg; women business owners with 5+ staff, or parents and teachers of children aged 3 – 7. You want the delegate to say 'hey that's me I MUST go'	
Benefits of attending (WIFM): Why should the delegate attend? Eg, To hear expert speaker Joe Bloggs explain how you can ... ; To discover unique ways to grow your business	
What will the delegate take away? - physical stuff eg. A handbook on xyz, a check list of 7 key actions, an action plan, a draft business plan	
Bullet point list of topics being covered: Eg, all the main areas you will cover or you can	

include an outline programme here	
<p>Presenter's background information List of speakers, including photos, their expertise, background, experience as a speaker etc</p> <p>About you/your organisation If you are not the presenter, what are your credentials as an event organiser?</p>	
<p>Event information Any special arrangements eg crèche, disabled access, loop hearing system</p>	
Date(s)	
Time	
Venue And travel	
<p>Cost Including any early bird discounts, or incentives (eg book by x date to get a free copy of... or book 5 places and get the 6th free)</p>	
<p>How to book Include a phone number and email address for enquiries and take bookings and payments online – eg through www.eventbrite.co.uk Include your refund policy</p>	
<p>What will happen next Eg, we will contact you shortly before the event with full joining instructions – continue to 'sell after the sale'</p>	