

## 3

## Writing invitations



social event



client dinner

## Get ready!

1 Before you read the passage, talk about these questions.

- 1 What kind of events do people receive invitations to?
- 2 What information is on an invitation?



hosting

## Reading

2 Read the blog entry. Then, fill in the blanks with the correct words from the word bank.

## Word BANK

map RSVP invitation clear

When writing a(n) 1 \_\_\_\_\_ it is important to include all the details of the event. These should be 2 \_\_\_\_\_ to the reader so they can make proper arrangements. To help guests find the event, you can also include a 3 \_\_\_\_\_, though this is optional. Another important section is the 4 \_\_\_\_\_ section, which must include contact details.

Life as an  
ADMINISTRATIVE ASSISTANT

by Jean Whittaker

email: [jwhittaker@email.com](mailto:jwhittaker@email.com)

**Social events** are a big part of business. When creating **invitations** for these events, the basics are:

**Who, What, When and Where.**

- 1 First, 'who' is **hosting** the event? This should be very clear and placed at the top of the invitation card. Next to the host's name, you should include the name of the company.
- 2 Second, 'what' type of event is it? Specify if the event is a **product launch**, a client dinner an open ceremony or a **cocktail party**. Then, write further details of the event, such as food and appropriate **attire**.
- 3 Third, 'when' is the event happening? Write the date, the time the event begins and how long the event will last.
- 4 Fourth, put 'where' the event will take place. Write the address and enclose a map if necessary.

Finally, it is very important to include **RSVP** information so people can **accept** or **decline** the invitation. Provide a phone number that they can call or an address that they can write to in order to RSVP, as well as a **reply by date**.

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## Vocabulary

3 Match the words (1-7) with the definitions (A-G).

1	— attire	5	— host
2	— invitation	6	— product launch
3	— accept	7	— cocktail party
4	— reply by date		

A	to say yes to an invitation
B	to organize an event or party for guests
C	a request for someone to come to an event
D	an event that introduces a new product
E	a party at which mixed beverages are served
F	the latest date that you can respond to an invitation
G	the kind of clothes worn to an event

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September 16

definitions

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**4** Place a check (✓) next to the correct response.

- 1 Did you accept the invitation to the company's product launch?  
 A  Yes. I'm really looking forward to going.  
 B  No, I don't use those kinds of products.
- 2 Do you know who is hosting the event?  
 A  I think it's Mary Wright, from the Kessler Corporation.  
 B  It's polite to bring a gift for the host.
- 3 What attire are guests supposed to wear to this event?  
 A  I'm sorry, I will have to decline.  
 B  Something nice, but not too fancy.

**5** Listen and read the blog again. What information should you include when writing invitations?

**Listening**

**6** Listen to a conversation between a business owner and a secretary. Mark the following statements as true (T) or false (F).

- 1  Mr. Brooks is organizing a company conference.
- 2  Bergson Corporation has a new cosmetics line.
- 3  The event will be held on a Friday evening.

**7** Listen again and complete the conversation.

**Secretary:** Good morning Mr. Brooks. Is there anything I can help you with?

**Owner:** I need to send out invitations for the product 1 \_\_\_\_\_ next month. Will you write them for me?

**Secretary:** Of course. I'll take down the 2 \_\_\_\_\_. Okay, I'm ready.

**Owner:** I'm hosting it on 3 \_\_\_\_\_ of Bergson Corporation.

**Secretary:** Right, and what is the product?

**Owner:** It's for their new cosmetics 4 \_\_\_\_\_: 'Inspire'.

**Secretary:** What kind of event is it?

**Owner:** It's going to be a cocktail party, very 5 \_\_\_\_\_. There'll be a buffet and a live jazz band.

**Secretary:** Sounds great! When and where?

**Owner:** It's in the main function hall at the Imperial Hotel, Friday 30th April, 8pm until midnight.

**Secretary:** Got it. When would you like the replies by?

**Owner:** Ask them to 6 \_\_\_\_\_ within two weeks from today.

**Speaking**

**8** With a partner, act out the roles below based on Task 7. Then, switch roles.

**USE LANGUAGE SUCH AS:**

*I need to send out invitations for ...*

*What is the product?*

*What kind of event is it?*

**Student A:** You are a secretary. You must prepare invitations for a product launch. Ask Student B questions about:

- type of product
- type of event
- time and place

**Student B:** You are a business owner. Ask Student A to write invitations to a product launch you are hosting. Answer his or her questions.

**Writing**

**9** Use the conversation from Task 8 to complete the invitation.

**Invitation**

Host: \_\_\_\_\_

Event: \_\_\_\_\_

Attire: \_\_\_\_\_

Location: \_\_\_\_\_

Date and Time: \_\_\_\_\_

RSVP by: \_\_\_\_\_