

EVENT INVITATION NINJA SHEET

When it comes to creating content for your event invitation there are some outcomes you should aim for:

- Make the content easy to read and understand
- You want to entice guests to attend
- You want to provide all of the information they will need to make a decision on whether to attend or not (or at least enough to get them interested to find out more)
- Don't make them think too much

Get clever with your invitation. With regard to location, you want people to visualise where your event is going to be held. If your venue is located at 333 Collins Street, go the next step and add (between Queen and Elizabeth Streets). Already they are imagining where the venue is.

Their next question will be, how easy is it to get to? Where will I park? Your potential guests are going through a mental checklist in their head as to whether they are going to attend or not. Make it easy for them to place ticks on their lists.

- Venue location TICK I know where it is
- Parking TICK they have explained where I can park, it has the pricing and it seems easy
- Time TICK I know when I have to arrive to register, when the session starts and when it will finish
- Catering TICK I know that I will be provided with a coffee and or food
- Cost TICK I know how much it is
- RSVP TICK I know how and when to RSVP by

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INVITATION MUST HAVE'S

Below are the MUST HAVE sections of an event invitation

EVENT TITLE

The most important section of your event invitation is the title of your event.

So here is what I want you to think about when you are creating the name or title of your event...

Think about who you want in the room. What are their problems? Why will they attend your event? It's usually because you are going to solve one of their problems or something that is a pain point to them. You want your potential guests saying "If I attend this event, my problem is going to be solved."

Your event title needs to:

1. Clearly articulate what your event is about
2. Address a pain point that your ideal guest has

I have recorded a quick video [click here](#) that provides some examples to help you get those creative event title ideas flowing.

DATE

Include the day of the week, date, month and year.

An example would look like Monday 20th March, 2017.

Including the day of the week is such a simple thing to do yet so many invitations leave this detail out. Remember you need to make it easy for your potential guest, don't make them look at their calendar to figure out what day of the week the 20th March is, they may get distracted while doing so and now your invitation is no longer top of mind and you may have missed an RSVP.

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TIME

Include the arrival time, event starting time and event finishing time.

An example would look like:

Event Registration 7.30am - 8.00am

Event Commences 8.00am

Event Concludes 9.30am

If you are running a full day event and have scheduled break times it's nice to include these so guests can plan their day and schedule calls during the breaks.

Keep your guests informed, it is horrible rushing to an event that you think starts at 9am, only to find out that is the time registration opened and you still have 20 minutes until the event starts. This is not a great first impression and first impressions are everything!

ROOM WITHIN YOUR VENUE

Include the name of the room where your event will be held. There may only be one room within your venue, in this case you can skip this step.

An example would look like:

Red Room, Level 1

VENUE NAME

Include the exact name of your venue.

An example would look like:

The Event Centre

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VENUE ADDRESS

Include the exact address of your venue. A great idea here is to add a little more information to help your guests picture exactly where the venue is.

An example would look like the below when combining the above two steps:

Clarendon Auditorium

Melbourne Convention and Exhibition Centre

1 Convention Centre Place, South Wharf

Enter via the Spencer Street doors opposite Crown Casino

See how the addition of the last line provides you with a visual image of where the venue is located? If you are a Melbournian, I'm sure you just pictured this exact location...this is exactly what you want your potential guest to do when they read your invitation.

CATERING

Are you providing catering or beverages at your event? If so my friends, please please include this in your event invitation.

Why you ask? As humans, we like to be in control, we like to know what to expect especially if we are coming to your event for the first time. Set expectations from the beginning. You don't want your guests to be frustrated about stopping at McDonalds on the way because you didn't let them know that food will be provided.

Many a time I have been invited to a function after work and have no idea if I will be fed or not and if you are like me (someone that needs to eat all the time) this is a very important piece of information to know.

Some examples could look like:

Arrival tea and coffee will be served from 7.30am - 8.00am

Light canapes, beer and wine will be provided

Morning Tea is provided, lunch is at your leisure from nearby outlets

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PARKING

Does your venue have on-site parking, what is the price? Is there alternate parking nearby?

An example would look like:

Discounted parking available for \$15

Enter car park via Sydney Street and bring your parking ticket to registration for validation.

Parking is a huge factor for people when deciding whether to attend your event or not, so please do your research and include this vital piece of information. It shows your guests that you care about them.

RSVP

Make your RSVP 100% clear.

This is your call to action, make sure your guests know exactly how they can RSVP to attend your event.

Examples could look like:

RSVP [here](#) (with a hyperlink to your online booking form)

Reply via email with your name, company and dietary requirements

If you have an RSVP deadline be sure to include this as well.

An example could look like:

RSVP [here](#) by Friday 28th April, 2017 (with a hyperlink to your online booking form)

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This next section is an absolute MUST.

Your invitation needs to help guests identify if the event is right for them and clearly articulate what they will gain in exchange for attending.

Follow the tips on the next pages and I have no doubt that your RSVP's will increase.

WHO SHOULD ATTEND?

When it comes time to write your event invitation you already know exactly who you want in the room, now you need to make sure your ideal guest knows this event is created for them.

This section works best with 3 - 5 dot points.

Below is an example of the 'Who Should Attend' section from one of our previous event invitations:

WHO SHOULD ATTEND?

- People responsible for organising events
- PA's, EA's, Business Owners, In-house Event Managers
- Those who are looking to save time and money on their next event
- Businesses thinking of running events to help increase revenue and connection with their clients
- Those who are looking for ways to improve their current events and implement some new ideas

So who do you want at your event? Get specific so your ideal guest knows your event is tailored for them and if they attend they won't be wasting their time.

If you are having trouble identifying who you want in the room, or if you think your event is relevant to everyone [click here](#) for a video I created on 'Why you don't want everyone to attend your event'

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And finally, this section will help your ideal guests click that RSVP button without hesitation.

WHAT WILL YOU LEARN?

When inviting people to your event you are asking them to give up their time and often money to attend. Time is something that we can't get back or create more of so it's our job as an event manager to respect the time that our guests give us and ensure our event delivers value for them.

This section works best with 3 - 5 dot points.

Below is an example of the 'What Will you Learn' section from an event we ran called HOW TO GET PEOPLE TO ATTEND YOUR EVENT:

WHAT WILL YOU LEARN?

- You will walk away with a clear architecture to help promote your event to 1000's of your target market without spending money to do so
- You will learn how to get other companies to send your invitation to their database
- Learn easy to implement tricks to get people to actually attend your event once they have RSVP'd

This section is more important than a speaker biography. At the end of the day do your guests really care about a speaker bio? My bet is, they care more about what they will learn from that speaker, see the bonus tip below.

Bonus Tip

If you have guests speakers at your event, [click here](#) to view my video on one killer question to ask each of your guest speakers.












The question is:

"Please provide 3 - 5 dot points on what people will learn as a result of listening to your presentation"

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EVENT INVITATION CHECKLIST

Okay, let's recap with a quick checklist you can refer to each time it comes to writing an invitation.

-  You have an event title that tells guests exactly what your event is about and addresses a problem or pain point they have
-  Event Date including the day of the week, date, month and year
-  Event Time including arrival, start and finish times
-  Name of the room that your event will be held in
-  Name of your venue
-  Venue Address and some descriptive text to help guests picture the location
-  Catering that will be provided
-  Parking options and pricing
-  How to RSVP and by what date
-  3 - 5 dot points on Who Should Attend
-  3 - 5 dot points on What you Will Learn

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LET'S STAY IN TOUCH

Thank you so much for downloading this Event Ninja Sheet. I really and truly hope it has helped you write and create event invitations quickly and with great impact.

Here at Venues 2 Events we love events and the driving force behind all that we do is quite simply

Run Events. Connect People. Change Lives.

Events connect people and when people connect amazing things happen and quite literally lives are changed.

You can connect with us using the below:

Looking for a venue for your next event?

Visit our online venue directory [here](#)

Subscribe to my weekly Event Ninja Tips

Each week I send a short video or article with a quick hint or tip you can implement immediately [click here](#) as I would love to visit your inbox each week.

Looking for more free resources?

Visit my blog [here](#)

As always, love what you do and keep aiming for Your Best Event Ever!

x Kim