

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

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



social event



client dinner

hosting

## 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?

## 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.