

An open brown envelope with a white card inside. The card has the following text:

**Invitation Etiquette
Virtual Instructor-Led Training
Facilitator Guide**

Invitation Etiquette VILT Facilitator Guide


Producer: Pre-work	<ul style="list-style-type: none"> ● Add the facilitator’s name to the PowerPoint. ● Set up Zoom with settings of learners enter, they enter on mute. ● Prepare the mentimeter for slide 5 ● Set up breakout rooms of 3-4 learners each
-------------------------------	---

Facilitator Pre-Work:	<ul style="list-style-type: none"> ● Email the participant guide to those attending the training. ● Share the PowerPoint with the sound
----------------------------------	---

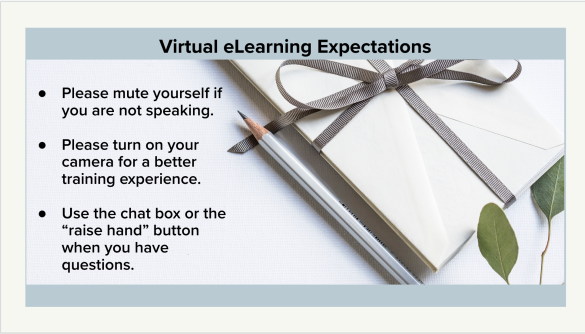
Session 1		
Slides	Approximate Timing	Topic
1-4	7 min	Facilitator introduces module and goes over Course Objectives and Agenda
5	5 min	Mentimeter
6-11	10 min	Types of Invitations
12	6 min	Breakout room discussion
13	5 min	Break
14-19	10 min	Matching invitations to events
20	5 min	What to Include?

Invitation Etiquette VILT Facilitator Guide

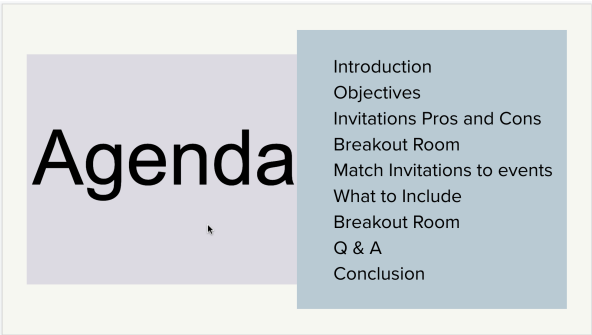
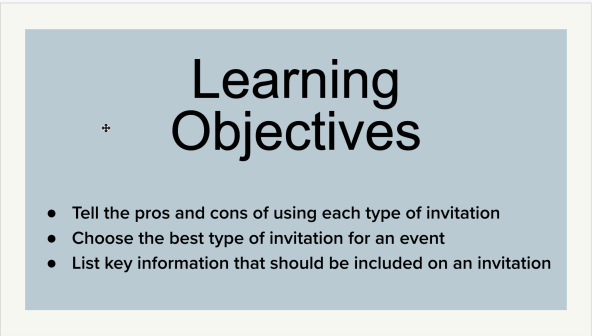
21-24	12 min	Breakout room scenario practice
25	4 min	Q/A
26	3 min	Conclusion
Total:	60 min	

Slide Duration	Facilitator Notes	Slide	Producer Notes
	<p><i>Slide 1: Welcome and Trainer Introduction</i></p> <p>Play instrumental music as learners enter the Zoom call.</p> <p>Turn on your camera and welcome the guests as they enter.</p> <p>Display this slide when you are ready to start the training.</p> <p>Introduce yourself by providing:</p> <ul style="list-style-type: none"> ● Your name ● Your position ● Your experience as a facilitator as an event planner ● Any interesting and relevant facts about yourself ● Every so often verbally welcome people 		<p>Assign the facilitator as a co-host for Zoom.</p> <p>Enable the share screen function for all learners.</p> <p>Share computer sound to play welcoming music.</p> <p>Allow learners in the training</p>

Invitation Etiquette VILT Facilitator Guide

	<p>into the training session</p> <ul style="list-style-type: none">• Make an announcement training will start one minute prior to scheduled start time <p>Say: “Event invitations offer so many options nowadays. From traditional paper invitations, to digital evites, it is hard to know which is right for your event. Today you’ll get the lowdown on invitation etiquette.”</p>		
	<p><i>Slide 2: Virtual eLearning Expectations</i></p> <p>Read the slide.</p> <p>Show learners where to find the raise hand button: “Click the learners button and you should see the raise hand button on the bottom of the right-hand panel.”</p>	 <p>Virtual eLearning Expectations</p> <ul style="list-style-type: none">• Please mute yourself if you are not speaking.• Please turn on your camera for a better training experience.• Use the chat box or the “raise hand” button when you have questions.	<p>Mute anyone that needs to be muted throughout the course</p>

Invitation Etiquette VILT Facilitator Guide

<p><i>Slide 3: Agenda</i></p> <p>Introduce that this lesson describes best practices in selecting the best type of invitations for their clients when planning their events.</p> <p>Tell them the training will be roughly 60 minutes</p> <p>Q & A session will be at the end of the training</p> <p>Read the agenda.</p>	 <p>The slide titled "Agenda" lists the following items:</p> <ul style="list-style-type: none">IntroductionObjectivesInvitations Pros and ConsBreakout RoomMatch Invitations to eventsWhat to IncludeBreakout RoomQ & AConclusion	<p>-</p>
<p><i>Slide 4: Learning Objectives</i></p> <p>Read the learning objectives.</p>	 <p>The slide titled "Learning Objectives" lists the following items:</p> <ul style="list-style-type: none">• Tell the pros and cons of using each type of invitation• Choose the best type of invitation for an event• List key information that should be included on an invitation	

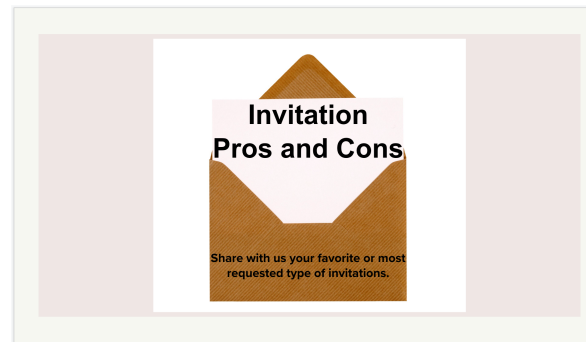
Invitation Etiquette VILT Facilitator Guide

Slide 5: Invitation Pros and Cons

Say: “Fun Facts: Traditionally, invitations were used for social events by aristocrats in high society and created a sense of exclusivity by only extending invitations to those who were “worthy”. It was considered an honor just to receive an invitation and great care was given when creating them using calligraphy and wax seals.

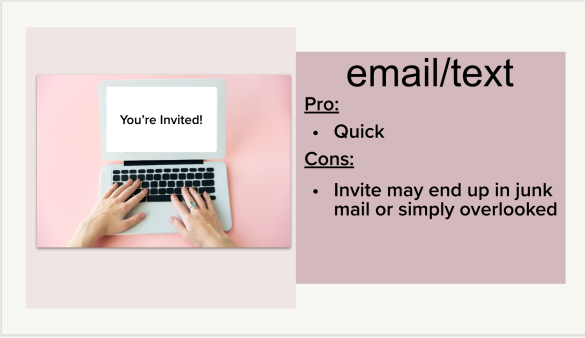
Even today, you may wonder why formal invitations commonly have two envelopes, one inside the other and this is because historically when they were handwritten for larger households they would be delivered by hand (usually by a footman) to a house with extended family or other guests. The household address would go on the outer envelope so it would get to the correct place and then once there, the family would open and find the envelope to the recipient(s) inside (as not everyone was always invited).”

Say: “We’ll start by discussing several different types of invitations. This will be your client’s first opportunity to make an impression with their guests so it’s very important that we guide them in the right and most impactful direction. What kind of invitation you send is determined by the kind

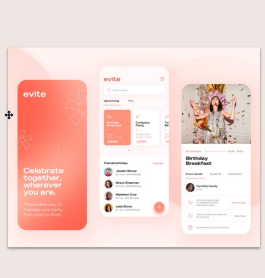
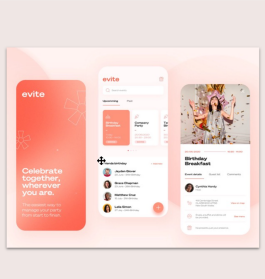



Do: Prepare the Mentimeter in advance. Add the link into the chat. Share the Mentimeter on the screen



Invitation Etiquette VILT Facilitator Guide

	<p>of event it is and the budget your client has.”</p> <p>Ask: Now, I’d like you to click the link in the chat where you’ll type up to three words to describe your favorite or most requested type of invitations.</p> <p>Read some of the big bold words from the Mentimeter to the group</p> <p>Say: We will be discussing some if not all of the invitations shared in the Mentimeter.</p>		
	<p><i>Slide 6: email/text</i></p> <p>Read the slide.</p> <p>Discuss pro and cons</p> <p>Say: Emails are easily buried and forgotten. Personalization of your email will result in 50% higher open rates.</p>		

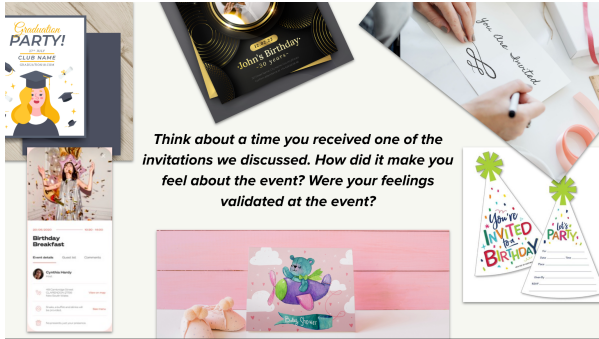
Invitation Etiquette VILT Facilitator Guide

	<p><i>Slide 7: Evite</i></p> <p>Read the slide.</p> <p>Discuss pros</p> <p>Say other online options such as Facebook, Paperless Post and Greenvelope</p>	 <div style="background-color: #d9ead3; padding: 10px; border: 1px solid #d9ead3;"> <h3 style="text-align: center;">Evite</h3> <p>Pros:</p> <ul style="list-style-type: none"> • Amusing comments posted by responders gets the party started early • The “nudge” feature allows for easy reminders • Manage your RSVPs online • Many are free </div>	
	<p><i>Slide 8: Evite</i></p> <p>Read the slide.</p> <p>Discuss cons</p> <p>Say: “Electronic invitations are less formal, less exclusive, and therefore less memorable and urgent. But you can send regular reminders, and easily track responses and engagement.”</p>	 <div style="background-color: #d9ead3; padding: 10px; border: 1px solid #d9ead3;"> <h3 style="text-align: center;">Evite</h3> <p>Cons:</p> <ul style="list-style-type: none"> • Customizing invite can be time consuming • Spam filter may prevent email delivery • Don't make a great keepsake • Gives the impression of a casual event </div>	
	<p><i>Slide 9: Handwritten</i></p> <p>Read the slide.</p> <p>Discuss pro and cons</p> <p>Say: “They require time, money, and effort on the part of the event planner. This makes them impractical for large gatherings with hundreds or thousands of guests.”</p>	 <div style="background-color: #d9ead3; padding: 10px; border: 1px solid #d9ead3;"> <h3 style="text-align: center;">Handwritten</h3> <p>Pro:</p> <ul style="list-style-type: none"> • Recipients feel as if their presence is important to you <p>Con:</p> <ul style="list-style-type: none"> • Writer's cramp and time commitment </div>	<p>Compile a list of the calligraphers shared in the chat to email to learners</p>


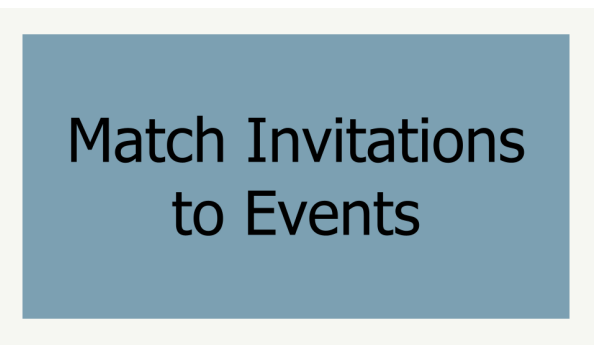


Invitation Etiquette VILT Facilitator Guide

	<p>Tell the learners to share the contact information to their preferred calligrapher in the chat</p>		
	<p><i>Slide 10: Fill in the blank</i></p> <p>Read the slide.</p> <p>Discuss pros and cons</p>	 <div style="background-color: #e0d0d0; padding: 10px;"> <h3 style="margin: 0;">Fill in the blank</h3> <p>Pros:</p> <ul style="list-style-type: none"> Less time consuming than handwritten invites and an easy way to incorporate a theme <p>Con:</p> <ul style="list-style-type: none"> Not personal and themes can be limited </div>	
	<p><i>Slide 11: Printed</i></p> <p>Read the slide.</p> <p>Discuss pros and cons</p> <p>Say: “The impact of putting a physical invitation in the mail is huge. The response rate of direct mail is 5-9 times greater than any digital method.”</p> <p>“Mailing an invitation also emphasizes the exclusivity of your client’s event.”</p> <p>“Printed invitations are cheaper to produce than written ones but still more expensive than electronic invitations. They’re also less exclusive than written invites, but more so than digital ones.”</p>	 <div style="background-color: #e0d0d0; padding: 10px;"> <h3 style="margin: 0;">Printed</h3> <p>Pros:</p> <ul style="list-style-type: none"> You get exactly what you want The style of invite can be a preview to the type of event <p>Cons:</p> <ul style="list-style-type: none"> Expensive Must order early </div>	<p>Compile a list of printers shared in the chat to email to learners</p> <p>Keep track of who raises their hands and announce when they can speak.</p>



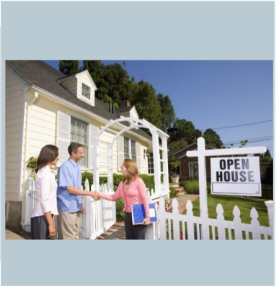
Invitation Etiquette VILT Facilitator Guide

	<p>Tell the learners to share the contact information to their preferred printers in the chat</p> <p>Ask: Have you received any of these invites? How did it make you feel about the event? Raise your hand</p> <p>Check the chat for any questions</p>		
<p>5 minutes</p>	<p><i>Slide 12 Breakout Room</i></p> <p>Say: I'm going to put you all in breakout rooms in a moment. The room will end and bring you back.</p> <p>I want you to think about a time you received one of the invitations we discussed. How did it make you feel about the event? Were your feelings validated at the event?</p> <p>Say: Let them know you'll pop into different groups and listen in and to just pretend you're not there.</p> <p>Do: One minute recap - Say the great things you heard.</p>	 <p style="text-align: center;"><i>Think about a time you received one of the invitations we discussed. How did it make you feel about the event? Were your feelings validated at the event?</i></p>	<p>Do: Set up breakout rooms of 3-4 learners. Set a 4 minute time limit.</p>




Invitation Etiquette VILT Facilitator Guide

<p><i>5 minutes</i></p>	<p><i>Slide 13: Break</i></p> <p>Announce the 5 minute break and give the time they should return</p> <p>Do: At the end of the break, ask if they have any questions before moving on.</p>	 <p style="text-align: center;">5 Minute Break</p>	<p>Let the facilitator know one minute before the break is up</p>
	<p><i>Slide 14: Match Invitations to Events</i></p> <p>Discuss the importance of selecting the best type of invitations for an event</p> <p>Say: Whether you opt for a mailed paper invite or a quick electronic message, it has to match the general theme of the event.</p>	 <p style="text-align: center;">Match Invitations to Events</p>	
	<p><i>Slide 15: email/text</i></p> <p>Read the slide.</p> <p>Discuss the types of events</p>	 <p>email/text</p> <ul style="list-style-type: none"> • Happy Hour • Dinner Party with close friends 	


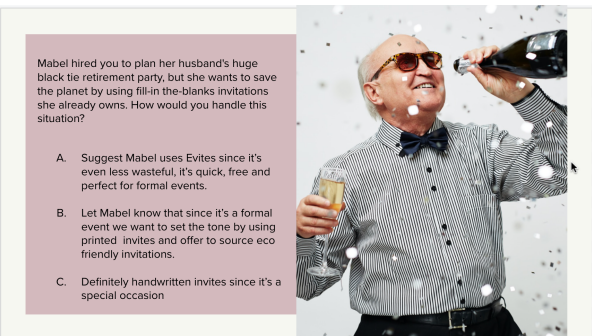
Invitation Etiquette VILT Facilitator Guide

	<p><i>Slide 16: Evite</i></p> <p>Read the slide.</p> <p>Discuss the types of events</p> <p>Say: Informal parties such as pool party, game night and dinner party at a restaurant</p>	<p>Evite</p> <ul style="list-style-type: none">• Any informal party 	
	<p><i>Slide 17: Handwritten</i></p> <p>Read the slide.</p> <p>Discuss the types of events</p> <p>Say: Written invitations are traditionally issued for very exclusive events, such as galas, and formal dinners.</p>	<p>Handwritten</p> <ul style="list-style-type: none">• Gathering special friends for an intimate celebration such as a small wedding, anniversary party and homecomings 	
	<p><i>Slide 18: Fill in the blank</i></p> <p>Read the slide.</p> <p>Discuss the types of events</p>	<p>Fill in the blank</p> <ul style="list-style-type: none">• Open house events where you want guests to arrive at different times• Children's party 	

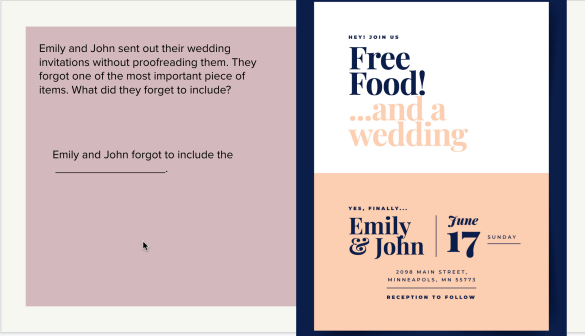

Invitation Etiquette VILT Facilitator Guide

<p><i>Slide 19: Printed</i></p> <p>Read the slide.</p> <p>Discuss the types of events</p> <p>Ask: Tell us about a time you had to encourage a client to use one of these forms of invitations because what they wanted did not match their event. Raise your hand.</p>	<div data-bbox="898 183 1493 524" style="border: 1px solid #ccc; padding: 10px;"> <div style="text-align: center; background-color: #e0e0e0; padding: 5px; margin-bottom: 10px;"> <h3>Printed</h3> </div> <ul style="list-style-type: none"> Weddings Any milestone occasion like engagement or 50th birthday party  </div>	<p>Keep track of who raises their hands and announce when they can speak.</p>
<p><i>Slide 20: What to include</i></p> <p>Do: Read the list of what must be included on an invitation</p>	<div data-bbox="898 673 1493 1015" style="border: 1px solid #ccc; padding: 10px;"> <div style="text-align: center; background-color: #e0e0e0; padding: 5px; margin-bottom: 10px;"> <h3>What to Include?</h3> </div> <ul style="list-style-type: none"> Attendee invited on envelope Name of hosts – personal as well as company or organisation overseeing the event The event type – fundraiser, party etc Day, date and time of the event Name of the location and the address. Dress code RSVP or response guidelines Additional information: e.g. parking arrangements, children allowed, plus one, special requests/dietary, dining options, end times  </div>	
<p><i>Slide 21: Breakout Room</i></p> <p>Do: Hold up the participant guide</p> <p>Say: Now, in your participant packet you will find 3 scenarios. In breakout rooms, I want you to work with your group and come up with how you</p>	<div data-bbox="898 1042 1493 1383" style="border: 1px solid #ccc; padding: 10px;"> <div style="text-align: center; background-color: #e0e0e0; padding: 5px; margin-bottom: 10px;"> <h3>Breakout Rooms</h3> </div> <ul style="list-style-type: none"> Read the scenarios Formulate a response based on the strategies we learned today.  </div>	<p>Do: Stay where you are and help anyone that may be kicked out of zoom or didn't end up in the right room</p>

Invitation Etiquette VILT Facilitator Guide

	<p>would handle each scenario using what you've learned today. I will be listening in, just pretend I'm not there. You should spend no more than 3 minutes per scenario in order to get through them all before time runs out</p>		
	<p><i>Slide 22: Scenario 1</i></p> <p>Do: Read the question aloud Ask the learners what they thought was the best answer for this scenario. After one answer, ask if anyone disagrees and why.</p> <p>Answer: A or B</p> <p>Do: Discuss why A or B would work</p>	 <p>You've been contacted by a bridezilla whose wedding is in 4 weeks (25 guests). She didn't order invitations in time and now needs your help. What type of invitation would you recommend to her?</p> <ul style="list-style-type: none"> A. Recommend printed invites. Lucky for her, you know a printer with a quick turnaround, for an additional cost. B. Since it's only 25 guests, handwritten invites is the best way to go. C. Evites for sure. It's quick, free and perfect for weddings. 	<p>Do: Keep a close eye on the chat for any questions</p>
	<p><i>Slide 23: Scenario 2</i></p> <p>Do: Read the question aloud Ask the learners what they thought was the best answer for this scenario. After one answer, ask if anyone disagrees and why.</p> <p>Answer: B</p> <p>Do: Discuss B is correct</p>	 <p>Mabel hired you to plan her husband's huge black tie retirement party, but she wants to save the planet by using fill-in-the-blanks invitations she already owns. How would you handle this situation?</p> <ul style="list-style-type: none"> A. Suggest Mabel uses Evites since it's even less wasteful, it's quick, free and perfect for formal events. B. Let Mabel know that since it's a formal event we want to set the tone by using printed invites and offer to source eco friendly invitations. C. Definitely handwritten invites since it's a special occasion 	<p>Do: Keep a close eye on the chat for any questions</p>

Invitation Etiquette VILT Facilitator Guide

<p><i>Slide 24: Scenario 3</i></p> <p>Do: Read the question aloud Ask the learners what they thought was the best answer for this scenario. After one answer, ask if anyone disagrees and why.</p> <p>Answer: the time of the wedding.</p> <p>Say: This is an expensive mistake. It's important to proof your invites before sending them to the printer. Always use a checklist to make sure you don't forget anything.</p>	 <p>The first image is a slide with a light purple background. It contains the text: "Emily and John sent out their wedding invitations without proofreading them. They forgot one of the most important piece of items. What did they forget to include?" Below this is a line for an answer: "Emily and John forgot to include the _____".</p> <p>The second image is a wedding invitation card. The top part is white with blue text: "HEY, JOIN US", "Free Food!", "...and a wedding". The bottom part is orange with white text: "YES, FINALLY...", "Emily & John", "June 17 SUNDAY", "2000 MAIN STREET, MINNEAPOLIS, MN 55713", "RECEPTION TO FOLLOW".</p>	<p>Do: Keep a close eye on the chat for any questions</p>
<p><i>Slide 25: Q/A</i></p> <p>Say: There is about ___ minutes left to answer questions you may still have.</p> <p>Do: Answer any questions that still remain.</p>	 <p>A slide with a light blue background and the text "Questions/Answers" in a large, bold, black font.</p>	<p>Do: Read any unanswered questions that you kept track of in the chat. (time permitting)</p>

Invitation Etiquette VILT Facilitator Guide

Slide 26: Conclusion

Do: Genuinely thank today's learners.

Say: I hope you use what you learned today. I will make a huge impact on your business and your clients will love your insight in helping them select invitations.

There's no wrong invite method; just one that's ineffective for your client's guests. Print methods are harder to track, but they bring in a greater response. On the flip side, online methods are cheaper (often free!) and let you reach a broader audience. For true success, always keep your ideal customer or attendee in mind when selecting an invite method.

You will receive an email with resources (printers, calligraphers) compiled in today's training.

My email will also be in the email, feel free to contact me with any further questions... I'll be happy to help.



Do: Keep watching the chat for any last minute questions while learners are exiting.