Invitation Etiquette Design Document

Business Purpose	You can extend an invitation in so many different ways. This course will help event planners determine what form works best for their clients and the type of event they are planning.
Target Audience	Event planners who are still determining what form of invitations best fits their upcoming events.
Training Time	60 minutes
Training Recommendation	Virtual Instructor Led Training (VILT) over zoom and breakout rooms and Mentimeter 1 Lesson
Deliverables	1 Design Document 1 PowerPoint Deck 1 Facilitator Guide with script/talking points for facilitator and producer 1 Participant Guide ● Chart to write pro and cons of different types of invitations ● List of key item that should be included on an invitation ● List of best invites to use for specific events ● List of questions to ask client to determine best type of invites for their event ● Scenario questions ● Notes section
Learning Objectives	By the end of this course, event planners will be able to: ● Tell the pros and cons of using each type of invitation ● Choose the appropriate type of invitation for an event ● List key information that should be included on an invitation
Training Outline	Welcome (1 min) ● Logistics for the technology - explain chat, hand raising, time keeping and role of producer Training Instructions - Learning Objectives (1 min) ● Tell the pros and cons of using each type of invitation ● Choose the appropriate type of invitation for an event ● List key information that should be included on an invitation Opening/Ice breaker (3 MIn) ● Welcome and Agenda ● **Engagement:** Icebreaker Question Using the Mentimeter, share with us your favorite or most requested type of invitations.

Invitation Pros and Cons (10 min)
- email/text
    - Pro: quick
    - Cons: invite may end up in junk mail or simply overlooked
- Evite
    - Pros: Amusing comments posted by responders gets the party started early and the "nudge" feature allows for easy reminders
    - Cons: Customizing invite can be time-consuming and spam filter may prevent email delivery
- Handwritten Invitations
    - Pro: Recipients feel as if their presence is important to you
    - Cons: Writer's cramp and time commitment
- Fill in the black Invitation
    - Pros: less time consuming than handwritten invites and an easy way to incorporate a theme
    - Con: Not personal and themes can be limited
- Printed Invitations
    - Pros: You get exactly what you want and they style of invites can be a preview to the type of event
    - Cons: Expensive and must order early
    - **Breakout Room Discussion:** 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? (5 min)

Match Invitations to Events (10 min)
- email/text
    - Laid back, last-minute get-togethers with close friends
    - Happy hour
    - Backyard barbeque
- Evite
    - Any informal party
- Handwritten Invitation
    - Gathering special friends for an intimate celebration such as a small wedding, anniversary party, and homecomings
- Fill in the blank Invitation
    - open house events where you want guests to arrive at different times
    - children's party
- Printed Invitations
    - Weddings

○ any milestone occasion like an engagement or 50th birthday party

Engagement: 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.

What to include?
- Attendee invited on envelope
- Name of hosts – personal as well as company or organization 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, unique requests/dietary, dining options, end times

Q/A answer questions asked and from the chat (3 min)

Assessment Plan	Breakout Room Scenario Practice • 3 questions to be discussed in the breakout room • Facilitator will discuss the answers