



EMAIL TEMPLATE: INVITATION FOR A SPEAKING EVENT

Explain the value for existing customers

Clients you work with won't always see the value in hearing you speak. How will attending this event benefit their company? Is it relevant to the work you do with them? Get them on board by explaining why your talk is worth their time.

Offer an alternative

You don't just send this kind of email to build an audience for your talk. You can use it to reopen the conversation with clients you haven't spoken to in a while. So if people can't attend the event, offer them a link to the recording or invite them for a coffee to catch up.

Add your branding

Any email you send should sound like you. An invitation to a speaking event even more so! You will be representing your company values, as well as your personal style and interests in your talk. This email sets the stage and should reconfirm these to your existing customers.



EMAIL TEMPLATE: INVITATION FOR A SPEAKING EVENT

Formal

Subject line:

Learn more about [topic of talk] from my talk at [event]

Email content:

Dear [name],

As part of the upcoming [event] on [event date] I will present a project I have been working on for [client].

Working on this project produced many new insights that I would be happy to share.

You can attend the talk via this [live stream](#).

I would suggest a meeting afterwards to discuss the use of these principles in the work I do for your company.

In case the timing doesn't fit your schedule, I will be happy to share a recording after the event.

Looking forward to seeing you at [event],

[Email signature]



EMAIL TEMPLATE: INVITATION FOR A SPEAKING EVENT

Formal

Subject line:

You're invited! I'll be speaking on [topic] at [event]

Email content:

Hi [name],

Are you interested in learning more about [topic]? I'll be speaking on the topic at [event] on [event date] and wanted to give you an early invite.

I'll be digging deeper into a recent project I worked on with [client / collaborator] and sharing how you can apply our learnings in your own work to [describe benefit]. You might have heard me mention it already because I learned so much during the process!

You can [watch / listen / join] via [this link](#).

I would love to catch up afterwards and see if we can apply some of the same principles at your company.

Not available on [event date]? No worries! Just let me know, and I'll send you a link to the recording.

Hope to see you there,

[Email signature]



EMAIL TEMPLATE: INVITATION FOR A TRADE FAIR

Explain the value for your client

Meeting you at an event can strengthen a great working relationship with a client. You can demonstrate ways to work more effectively together and help them grow their professional network. Whatever the value is for your clients, make sure to mention it.

Make the basics really simple

Every invite needs details! Give your clients the important information and make it easy to spot: time, date, location, and duration. Combined with the value they'll get out of it, this is the core of a welcoming invitation.

Show you keep up with the latest in your field

Even if clients can't come to the trade fair, telling them about your visit will show that you're keeping up with the latest. This is also a great way to reactivate clients by encouraging them to get back in touch.



EMAIL TEMPLATE: INVITATION FOR A TRADE FAIR

Formal

Subject line:

Your Invitation to [event] from [Your business name]

Email content:

Dear [name],

As you may already know, the [event name] is fast-approaching!

This year's event is taking place on [event date] and I'd like to invite you to visit me at the [your business name] stand while you're there. My stand will be located at [area or location of stand] where I'll be [all day / from X to X] showcasing my latest projects and catching up with clients old and new.

I'll also be giving a keynote speech on [topic] in [venue] at [time]. This is a free session but please arrive early as space is limited.

If you have anything you'd like to discuss at the event, just drop by the stand or reply to this email to schedule an appointment in advance. I look forward to seeing you there.

Kind regards,

[Email signature]



EMAIL TEMPLATE: INVITATION FOR A TRADE FAIR

Casual

Subject line:

Come and meet me on [event date] at [event]

Email content:

Hi [name],

It's that time of year again! The [event] is coming up on [event date]. But I have more exciting news: this time I'll be there with my own stand!

The [your business name] stand will be located at [area or location of stand] and I'll be there [all day / from X to X] showcasing my latest projects and, of course, catching up with clients and friends. Please drop in for a coffee and a chat! I'd love to see you there. I may even have a few of my latest projects to show you...

I'll also be giving a keynote speech on [topic] which you're welcome to join for me at [time] in [venue].

Looking forward to seeing you on [event date],

[Email signature]