Invitations, RSVPs and response rates

09 · Marketing & Promotion · about 10 minutes

Timing, wording, digital vs print, reminders, and how to get RSVPs back on time.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Time invitations by event type

2. Write wording that gets responses

3. Run a reminder sequence

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

Corporate invitations should go out

The RSVP cut-off should be

Answers are on the lesson page after you take the quiz.

One line to remember