

How to Write a Formal Invitation to a Guest Speaker

A highlight of many business conventions is the guest speaker presentation. A prominent speaker can attract publicity for your company and help draw additional participants. A speaker who possesses a particular expertise in your industry also can offer valuable insight for your employees. Landing a hot talent or famous personality can also bring greater prestige to your organization. If obtaining the right speaker for your company's conference is your responsibility, make a good impression on the desired guest speaker by sending a professional, informative letter to invite him to participate.

1

Write or type your letter on high-quality, heavy-weight paper. Use a matching envelope to send the letter. Follow standard business formatting, keep the tone professional and don't use slang or frivolous language.

2

Use company letterhead for your invitation letter. Include the date of the letter. Flush against the left margin, type the recipient's name, title, company name and mailing address. Open with the traditional salutation, using the prospective speaker's title and name -- "Dear Dr. Jones" or "Dear Miss Adams," for example.

3

Use the first paragraph of your letter for the actual invitation. Be direct and clear in your language, telling your speaker you are inviting him to speak at your company's conference. Indicate when and where the event is taking place, the title of the event and the topic you would like him to address in his presentation.

4

List and describe the objectives for the conference and relate these to his acknowledged expertise. Indicate how you believe his speech will benefit the participants in their efforts to learn more about the subject at hand. If you have heard him speak at a previous event, note that and offer a complimentary statement about how much you enjoyed or learned from his presentation.

5

Provide details in your final paragraph about what, if any, honorarium you are offering for his presentation. Specify whether your organization plans to pay for his travel, lodging and meal expenses. Invite him to join members of your company for a special dinner or a reception in his honor, if such an activity is part of the conference.

6

Conclude with your contact information and a request that he contact you by a specified date to let you know whether he will speak at the conference. Use the formal closing "Sincerely," followed by several spaces, then your typed name. Sign your name in dark blue or black ink in the blank space above the typed name.

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