



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



**Team leader
Hemalatha.A**

Title
Personalized
invitations using canva

It communicates
that the receiptent
is being
personally invited
to an event or
occasion

It may include
specific details or
requests related
to the event,such
as dress code gift
preferences

It includes
information
about the
date time and
location

It provides
instructions on how
to respond ,
weather its by
email,phone , or
through an RSVP
card

Recipients are more
likely to engage with a
personalised invitation
since it directly
addresses them
increasing the likelihood
of attending the event

personalization
shows thoughtfulness
an consideration
,strengthening the
emotional connection
between the host and
the guest

Personalized
invitations often leave
a positive impression
,reflecting well on the
host's attention to
detail and hospitality

Personalized
invitations stand
out and are more
memorable
,ensuring that the
event reminds on
the recipient's radar

Gathering
information about
preferences ,
dietary
restrictions are
special needs

For business
events ,
personalized
invitations enable
targeted
marketing efforts

Hosts can adapt
invitations suit the
event's nature
ensuring that
attendees are
well prepared

By addressing
specific details
relevent the
recipient ,there is
less room
misunderstanding or
confusion about the
event



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?