



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?

What is the advantage of invitation?
It's **more private, personal and shows that you have put some effort in.**

What is the main purpose of an invitation?
An invitation is a request, a solicitation, or an attempt **to get another person to join you at a specific event.**

What are the advantages of invitation letters?
Invitation letters are also **extremely informative.**

What is the meaning of personal invite?
A request (spoken or written) to participate or be present or take part in something.

Adding a photograph of the hosts is an excellent way to make your invitations more personal.

How do you personalize an event?
To personalize an event, **start by understanding your attendees' preferences, interests, and demographics.**



Persona's name

personalized invitation using canva

What is the difference between official invitation and personal invitation?
Formal invitations are formal and polite, pleasant and courteous.

What is the best finish for invitations?
Matte paper is usually the most popular choice because it is not that reflective.

What makes an event creative?
Event creative is **what makes the attendee experience immersive from start to finish.**

What makes an invitation formal?
Your choice of language should reflect the formality of the event.

What is the purpose of invitation?
An invitation is a request, a solicitation, or an attempt **to get another person to join you at a specific event.**

What is standard invitation?
4" x 6" & 4.25" x 6"—Regular-sized invitations common for birthdays, christenings and graduation parties.



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?

[See an example](#)