

## 10 Points to Include in an E-mail Invite to a Corporate Women's Summit

Beyond the obvious items such as date/time/place, you'll want to mention at least 5 or more of the following in your initial communications to entice women to attend your upcoming event. Use the others (if applicable to your event) in follow-up e-mails to boost registrations and keep registrants engaged:

1. Theme: Let people know the topics you'll explore at your women's summit (e.g., leadership, career development, allies/mentors/sponsors)
2. Keynote speakers: Who'll be presenting at the event—and the insights they'll be discussing—are a big draw for attendees, so tell them something about each person and the subject matter they'll be covering.
3. Panel discussions: Thought-provoking panel discussions led by industry experts encourage people to register so they don't miss out on pertinent issues facing women in the workplace today.
4. Interactive workshops: Tell your audience about their chance to participate and share their opinions in sessions that enhance their skills and knowledge in areas like negotiations, the future of work, and entrepreneurship.
5. Networking: The opportunity to engage with other likeminded women is a key reason people sign up for events, so emphasize the exchange of ideas and building relationships during dedicated sessions.
6. Career advancement resources: Most women are eager to discover resources and strategies to move ahead in their careers. Let them know that the conversations they'll have can help them overcome professional challenges and progress in leadership roles.
7. Inclusive environment: Remind people that they'll be helping create an inclusive environment where all voices are heard and valued. Knowing that

the summit is committed to hosting participants from diverse backgrounds and experiences will make people feel welcome.

8. Recognition: Positivity is a key feature of women's summits so acknowledging that the summit will feature moments to recognize and celebrate the achievements of women will be engaging for many.
9. Engagement: Encourage registrants to provide feedback and suggestions leading up to the event. The more they help shape the direction of the initiative, the more invested they'll be in the summit.
10. Continued support: Let registrants know that this women's summit is just the beginning of the company's commitment to supporting women in their professional journeys. Post-event, you'll continue to offer resources, networks, and development opportunities to empower attendees in their career advancement goals.