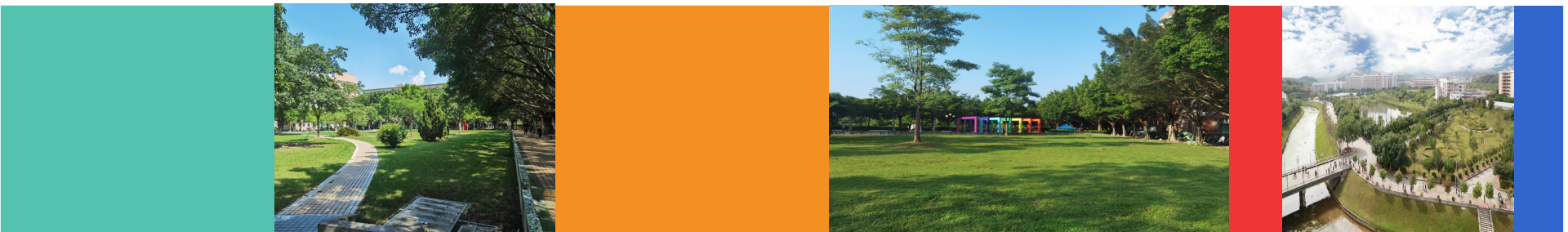


# Lesson 3

## Letters of Invitation

外语外贸学院



# Objectives

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Compose appropriate invitation letters

Use proper sentences to express invitation

Adopt proper style and tone in the letter

Identify basic simple sentence patterns

# 目录

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▶ **Writing is the lifeblood of career success.**

*---Business Writing with Heart: How to Build Great Work Relationships*

*One Message at a Time By Lynn Gaertner-Johnston*

**01**

# **Introduction to invitations**

# Introduction to invitations



## ► 1. Invitations

- Invitations can be divided into two categories: invitation cards and invitation letters.
- An informal invitation resembles a business letter. When sent from a business office, the letter is sometimes keyboarded on executive stationery.
- Formal invitations generally are printed and follow formats found in etiquette books.

# Introduction to invitations



## ► 1. Invitations

- Wording of invitations should be conversational, as if the writer were extending the invitation orally. A general invitation should be cordial and sincere, while a formal invitation should be less personal, written in the third person.

# Introduction to invitations



## ▶ 1. Invitations

- Often formal invitations include “RSVP” and a telephone number. The RSVP informs invited guests that the host is expecting an immediate reply to facilitate plans for the event. If an invitation includes “Regrets only”, it will require a reply only if the invited guest cannot attend.
- RSVP: Répondez s’il vous plait. It means “Please let us know if you plan to attend.”
- Regrets only is used asking those who CANNOT attend to notify the host in advance.

# Introduction to invitations



## ► 1. Invitations

- Invitations are written in the deductive pattern and are relatively short.
- Invitations usually include three parts:
  - ✓ Invite the reader to the gathering.
  - ✓ Offer a reason for the gathering.
  - ✓ Give the date, time, and place of the gathering.

# Introduction to invitations



## ▶ 2. Acceptance and refusal (additional)

### Formal acceptance

Mr. William Gregory  
accepts with pleasure  
the kind invitation of  
The Local Bank Tellers Club  
Saturday, May 6th  
at four o'clock  
Suite 13 of the Howard Building

# Introduction to invitations



## ► 2. Acceptance and refusal (additional)

Expressions of accepting an invitation:

- We're very glad/ happy/ pleased/ delighted to accept / come / arrive / attend...
- Mr.xx accepts with pleasure the kind invitation for (some occasion) to be held at (some place) at (time).
- It's very nice / kind of you to invite us...
- Thank you very much for your kind invitation to... We would be pleased/ delighted/ happy/ glad to come.

# Introduction to invitations



## ▶ 2. Acceptance and refusal (additional)

### Formal refusal

Mr. and Mrs. Barry Green  
regret that a previous engagement  
prevents their accepting  
the kind invitation to dinner  
at the home of  
Mr. and Mrs. John Smith  
on Monday, the fourth of April.

# Introduction to invitations



## ▶ 2. Acceptance and refusal (additional)

### Informal refusal

Dear Mr. Hudson,

I regret very much that, owing to a previous engagement, I cannot have the pleasure of accepting your kind invitation for Sunday next.

Very sincerely yours,

Tom Huber

# Introduction to invitations



## ► 2. Acceptance and refusal (additional)

Expressions of declining an invitation:

- I'm sorry that I can't dine with you on...
- Much to my regret, I'm unable to accept your kind invitation.
- Thank you very much for your kind invitation, but unfortunately I have another engagement on that day.
- I am very sorry I cannot join you because...
- Please accept my sincere regrets for not being able to join you in...

**02**

## **Sample analysis**

# Sample Analysis



## ▶ Letter A: An invitation card

The Sales Department of the New York B&G Wine Co., Ltd  
Cordially invites you  
to  
a tea reception  
marking  
the opening of the branch in Shanghai  
at 10:00 a.m.  
in Hilton Hotel  
on  
Wednesday, May 15, 2013  
RSVP  
Tel: (021)4326####

# Sample Analysis



## ▶ Letter B: An invitation card

Mr. Robert Shenstone  
Director of the Beijing Institute of Atomic Energy  
requests the pleasure of the company of  
Mr. and Mrs. Dickenson  
at a dinner party  
in honor of Mr. Liu Wenling  
senior engineer of Beijing Energy Institution  
on Saturday, July 7, 2004  
at seven o'clock p.m.  
at Bridges Restaurant, Willow Avenue  
Regrets Only      Tel: 84104650      Dress: formal

# Sample Analysis



## ▶ Letter C: An invitation card

President Maureen Hartford  
invites you to a reception  
in honor of  
Dr. Rosalind Reichard  
to bid her farewell as she assumes  
the presidency of Emory and Henry  
on July 27, 2013  
from 3:00 p.m. to 5:00 p.m.  
RSVP 760-8511

# Sample Analysis



## ▶ Letter D: An invitation to a dinner party

Dear Mr. Black,

To celebrate the 10th anniversary of Shenzhen Trading Co., Ltd., we are holding a dinner party at Hilton Hotel in Shenzhen from 7:00 p.m. to 9:30 p.m. on Saturday, June 6.

You are cordially welcome to the party so that we can express our sincere appreciation for your generous support. For your information, the party will be attended by other business elites such as Mr. Zhang Hong and Li Ping from ABC Trading Co., Ltd. We believe that this may offer many of us an excellent opportunity to get acquainted with each other.

We do hope that you will be able to join us on this occasion, and look forward to meeting you at the party.

Sincerely yours,  
Frank Wang

# Sample Analysis



## ▶ Letter D: An invitation to a dinner party

Dear Mr. Black,

To celebrate the 10th anniversary of Shenzhen Trading Co., Ltd., we are holding a dinner party at Hilton Hotel in Shenzhen from 7:00 p.m. to 9:30 p.m. on Saturday, June 6.

You are cordially welcome to the party so that we can express our sincere appreciation for your generous support. For your information, the party will be attended by other business elites such as Mr. Zhang Hong and Li Ping from ABC Trading Co., Ltd. We believe that this may offer many of us an excellent opportunity to get acquainted with each other.

We do hope that you will be able to join us on this occasion, and look forward to meeting you at the party.

Sincerely yours,  
Frank Wang

# Sample Analysis



## ► Questions for comprehension

1. What should a general invitation be like?
2. Can you write the outlines for an invitation letter?
3. According to letter A, do you know how to write invitation cards?
4. What should a formal invitation include?
5. What kind of specific information does letter D give?

Key:

1. A general invitation should invite the reader to the gathering, offer a reason for the gathering, and give the date, time and place of the gathering.
2. Open.
3. Yes, letter A shows clearly how to write invitation cards.
4. A formal invitation should include “RSVP” and a telephone number.
5. Letter D tells the reason for the party, as well as date, time, and place of the party, and elites who will attend the party.

# Sample Analysis



## ► Sample contrast

**Letter A: An invitation to a banquet**

***Poor***

Dear Ms. Ainsworth,

We will hold a banquet in honor of our dealers. The banquet will be held at Goldstone Resort at seven o'clock on July 8. Our president will deliver a speech. After that, awards will be presented to dealers with the largest percentage of new accounts.

We sincerely hope that you can come and look forward to hearing from you.

Sincerely yours,  
Dale Wood

# Sample Analysis



## ▶ Sample contrast

**Letter A: An invitation to a banquet**

*Improved*

Dear Ms. Ainsworth,

You are invited to be our guest at the Goldstone Resort for our annual Dealers Convention Banquet. It will be held in the Seashore Banquet Room on Sunday, July 8.

The evening will begin with a reception at seven O'clock, followed by a dinner, a speaker, and the awards presentation. For the first time this year, awards will be presented to the dealer with the largest percentage of new accounts.

Please let us know by the end of June whether you will attend. I am hoping to see you at the banquet.

Sincerely yours,  
Dale Wood

# Sample Analysis



## ► Sample contrast

**这是两封邀请对方参加公司组织的聚餐会的信函。**

**第一封邀请函采用间接法写作，不如第二封邀请函开门见山地告知对方聚餐邀请更为妥当。另外，第一封邀请函以第一人称开头显得以“我”为中心；而第二封邀请函以第二人称开头显得更加真挚恳切。**

**两封邀请函的信息都比较完整，都在结尾表达出希望对方参加的诚挚愿望，但第二封邀请函比第一封的结尾更为诚恳。**

A decorative banner consisting of a blue horizontal bar with an orange trapezoidal shape overlapping it from the left side. The number '03' is centered in the orange shape, and the text 'Useful patterns' is centered in the blue bar.

**03**

## **Useful patterns**

# Useful patterns



## ► In the opening

1. I am pleased to invite you to attend our party to be held on July 1 at our company.  
非常高兴邀请您参加 7 月 1 日将在我们公司举行的晚会。
2. It is a great honor for me to invite you to our summit for senior managers on October 10.  
非常荣幸邀请您参加 10 月 10 号的高级经理人高峰会议。
3. It is with great pleasure that I invite you to attend the Import & Export Fair on August 15 at Baiyun Square.  
非常高兴邀请您参加 8 月 15 号在白云广场举行的进出口交易会。
4. I take great pleasure in inviting you to our opening ceremony this Monday at Four Seasons Hotel.  
非常高兴邀请您参加这个星期一在四季大酒店举行的开业庆典。

# Useful patterns



## ► In the opening

5. I take the pleasure of inviting you to our product promotion meeting to be held on December 1, 2017 at Yuexiu park.

我很高兴地邀请您参加我们在 2017 年 12 月 1 越秀公园举行产品推介会。

6. We would like to invite you gladly to attend the production demonstration meeting at Pazhou Exhibition Center from 12th, July-15th, July.

我们很高兴邀请您出席 7 月 12 至 15 号在琶洲会展中心举行的产品展示会。

7. We would like to extend to you an invitation to be our theme speaker at Cross-border E-commerce forum to be held at Hong Kong Conference and Exhibition Center on August 31, 2017, at 8:00 in the morning.

我们邀请您成为我们在 2017 年 8 月 31 号早上 8 点钟在香港会展中心举行的跨境电商论坛的主旨演讲人。

8. You are cordially/warmly invited to our dinner party at Huadu Hotel on August 1 at 8:00 pm. 真诚 / 热情邀请您出席 8 月 1 日晚上 8 点在花都酒店举行的晚宴。

# Useful patterns



## ► In the opening

9. We request the pleasure of your company at our housewarming party to be held at Jinjiang Hotel on October 12.

我们将于 10 月 12 日在锦江饭店举行乔迁晚会，敬请光临。

10. The pleasure of your company is requested at new products release conference on this Monday, from 8 to 10 o'clock in the evening at the Loyal Club.

恭请您参加这个星期一晚上 8 点到 10 点在皇家俱乐部举行的新品发布会。

11. On behalf of our Association, I am honored to invite you to our annual award evening party to be held at Donghu Hotel on September 12.

我谨代表我们协会荣幸地邀请您参加定于 9 月 12 日在东湖宾馆举行的年度颁奖晚会。

12. I'm writing to invite you to join in our business development and challenge seminar at Great Wall Hotel on October 1.

我写信是想邀请您参加 10 月 1 日在长城宾馆举行的企业发展与挑战研讨会

# Useful patterns



## ► In the closing

1. We look forward to seeing you on that day and share the great time.  
我们期望在那天见面，分离美好时刻。
2. We would be greatly delighted if you are able to attend our meeting on time.  
如果您能准时出席我们的会议，我们将会非常高兴。
3. If you have any question, please call me at 020-45678392.  
如果您有任何问题，可拨我电话 020-45678392 。
4. I would like to meet you there and please let me know your decision.  
但愿能在那见到您，请告诉我您最后的决定。
5. My company and I would feel honored if you could come.  
如果您能来，我和我的公司将不胜荣幸。
6. Please confirm your participation at your earliest convenience.  
是否参加，请早日告之。

# Useful patterns



## ► In the closing

7. I hope you're not too busy to come. 我期望您会在百忙中光临。
8. We should be very grateful if you could honor us with your presence.  
如果您能赏脸光临，我们将不胜感谢。
9. Would you please drop me a line to let me know if you can come ?  
如果你能来，请您给我写信让我知道。
10. The favor of a reply is requested. 敬赐复函。
11. I hope that you won't decline my invitation. 我希望您不会拒绝我的邀请。
12. Would you please consider the possibility of attending the annual managers summit?  
请您考虑出席一年一度的经理人峰会可能性。
13. If that time does not fit into your schedule, please feel free to suggest a day that is more convenient to you.  
如果时间与你不吻合，请随时联系我选择您更加方便的一天。

**04**

**Writing practice**

# Writing practice



## ► Practice 1

Directions: You are required to write *an invitation letter for your company's 20-year anniversary ceremony* about 100 words according to the following instructions given in Chinese.

1. 主题：本公司成立二十周年庆典
2. 时间：2008年3月18日上午9:30至11:30  
地点：花园酒店四楼宴会厅
3. 活动日程安排

# Writing practice



## ► Practice 1

March 10, 2008

Dear Sir or Madam,

I'm pleased to invite you to participate in our company's 20-year anniversary ceremony held on March 18, 2008 at 9:30-11:30 am in the fourth floor's banquet hall of Garden Hotel. We would be greatly honored if you could come. Looking forward to your reply .

Yours sincerely,  
Susan Harry

# Writing practice



## ► Practice 2

- 假如你是班长李华，端午将至，你班计划举行主题班会，请给 Mr.Smith 写一封邮件邀请他参加，内容包括以下几个方面：
  1. 时间：6月3日晚上8点
  2. 地点：教学楼306室
  3. 主要活动：包粽子，朗诵诗歌，讲故事等

• ---2022年专升本《英语》试题写作部分

# Writing practice



## ► Practice 2

- 假如你是班长李华，端午将至，你班计划举行主题班会，请给 Mr.Smith 写一封邮件邀请他参加，内容包括以下几个方面：
- 1. 时间：6月3日晚上8点
- 2. 地点：教学楼306室
- 3. 主要活动：包粽子，朗诵诗歌，讲故事等
- 写作思路：
- 1. 简单寒暄（一句话），稍微铺垫（一两句话），然后说明写作意图（一两句话）。
- 2. 具体说明端午节的主题班会活动，包粽子，讲故事和朗诵诗歌展开。（要多写一些，首先概述，然后具体来说明每一个活动。）
- 3. 再次诚挚的邀请，希望对方能够参加，期待对方的回复。

# Writing practice



## ► Practice 2

- 文本构思：
- 端午节快要到来了，我们计划举办一次主题班会。作为班长，我想邀请您参加6月3日晚上8点在教学楼举办的班会。
- 我们准备了一些有趣的活动，比如说包粽子，朗诵诗歌、讲故事等等。粽子是中国端午节的传统美食之一，是由粽叶包裹糯米而成，口味多种多样，有豆沙、蜜枣、肉粽等等。关于端午节的由来，有一种说法是为了纪念中国古代伟大的爱国诗人屈原。屈原爱国投江，楚国人民为了不让江里的鱼虾吃屈原的肉体，就往江里投粽子。我们可以一边吃粽子一边讲屈原的故事，以及端午节赛龙舟的故事等等。之后，我们就开展诗歌朗诵活动，我们一起朗诵屈原的诗作，比如 Lisao, Jiuge, Tianwen, Jiuzhang 等等。
- 听说您一直对中国传统文化很感兴趣，因此这次的班会活动一定会加深您对中国文化的了解。再次真诚的邀请您来参加我们的班会，期待您的到来。

# Writing practice



## ► Practice 2

文本构思：

Dear Mr. Smith,

为庆祝端午节，我们将召开主题班会。作为班长，我很荣幸邀请您参加 2022 年 6 月 3 日晚上 8 点在教学楼 306 室举办的班会活动。

班会上会有各种各样的活动，比如包粽子、讲故事、朗读诗歌等等。粽子是中国端午节的传统食品之一，由粽叶 ( reed leaves ) 包裹糯米 ( sticky rice ) 蒸制而成，是中国传统节庆食物之一，包粽子非常有趣。至于端午节的由来，有一种说法是为了纪念中国古代著名爱国诗人屈原。所以在制作和品尝粽子之后，我们将讲述屈原的故事，朗诵他的诗歌，比如《离骚》( Lisao)、《九歌》( Jiuge)、《天问》( Tianwen ) 等。

你曾经告诉我你对中国文化很感兴趣，相信这个活动会使你更加深刻的了解中国文化。真诚地希望您能来参加我们的班会，期待您的早日回复。

• Yours sincerely,  
• Li Hua

# Writing practice



## ► Practice 2

Dear Mr. Smith,

为庆祝 (celebrate) 端午节，我们将召开 (hold) 主题班会 (theme class meeting)。作为班长 (monitor)，我很荣幸邀请您参加 (I'm very pleased to invite you to participate in) 2022 年 6 月 3 日晚上 8 点的班会活动，地点在教学楼 (Teaching Building) 306 教室。

班会上有各种各样的活动 (diverse activities)，比如包粽子 (making Zongzi)、讲故事、朗读诗歌 (reading poems) 等等。粽子是中国端午节的传统食物 (traditional food)，学包粽子非常有趣。至于这个节日的由来 (As for the origin of the festival)，有一种说法是 (one version is that) 为了纪念 (commemorate) 中国古代著名爱国诗人 (famous patriotic poet in ancient China) 屈原。所以在制作和品尝粽子之后，我们将讲述屈原的故事，朗诵他的诗歌，比如《离骚》 (Lisao)、《九歌》 (Jiuge)、《天问》 ( Tianwen ) 等。

你曾经告诉我 (You told me that) 你对中国文化很感兴趣 (be crazy about/ be keen on)，相信 (I'm sure that) 这个活动会使你更加深刻的了解中国文化 (deepen your understanding of .....)。真诚地 (sincerely) 希望您能来参加我们的班会，期待您的早日回复 (Looking forward to your early reply)。

Yours sincerely,

Li Hua

# Writing practice



## ▶ Practice 2

Dear Mr. Smith,

In order to celebrate the Dragon Boat Festival, we will hold a theme class meeting. As the monitor, I am very pleased to invite you to join us for the event at 8:00 pm, on June 3, 2022. It will be held in Classroom 306 of the Teaching Building.

There will be various activities such as making Zongzi, telling stories, reading poems and things like that. Zongzi is the traditional Chinese food for the festival and it would be fun to learn how to make it. As for the origin of the festival, one version is that it is to commemorate Qu Yuan, a famous patriotic poet in ancient China. So after making and enjoying Zongzi, we will tell the stories of Qu Yuan and read about his poems, such as Lisao, Jiuge, Jiuzhang, etc.

You told me that you were crazy about Chinese culture, so I'm sure this activity will deepen your understanding of it. I sincerely hope that you can come and join us, looking forward to your early reply.

Yours sincerely,  
Li Hua

*Thank you !*

