

## An email about a business event

Learn how to write an email about a business event to practise and improve your writing skills.

### Before reading

Do the preparation task first. Then read the text and tips and do the exercises.

### Preparation task

Match the definitions (a–h) with the vocabulary (1–8).

#### Vocabulary

1. .... to attend
2. .... to focus on
3. .... a report
4. .... as well
5. .... to make contacts
6. .... research
7. .... a presentation
8. .... challenging

#### Definition

- a. to meet people that can give you useful information or help you at work
- b. to go to an event or place
- c. also, too
- d. to give attention to one particular thing
- e. difficult
- f. a talk giving information about something
- g. written information about something
- h. detailed study of something

## Reading text: An email about a business event

**To:** Jonas Schiffer

**From:** Nina Petrov

**Subject:** Report on Lumos conference

Dear Jonas,

Thanks for making it possible for me to go to the Lumos conference in London last week. As you know, it is the biggest technology conference in the country and very important to our work.

I learned a lot and I've made some new contacts that will be good for our company. I think we should try to attend the 'Innovation Day' in April as well.

I focused on talks about robotics, as that is our most interesting area at the moment. The presentations on robot 'hands' and robots for hospitals were particularly interesting for us. I'm attaching a detailed report on this new research with some suggestions about how we can use it.

Thanks again for this opportunity. I'm happy to discuss the report further if you're interested.

Best regards,  
Nina

## Tips

1. Start your email with *Dear* to make it a little more formal. *Hi* is informal.
2. Give the context at the beginning, e.g. *Thanks for ...* or *As you know, ...*
3. Make sure you explain the importance of the event for your company:  
*I've made some new contacts that will be good for our company:  
 ... were particularly interesting for us.  
 ... with some suggestions about how we can use it.*
4. Keep your email short. Add an attachment if you have more to say:  
*I'm attaching ...*
5. You can finish by offering to give more information:  
*I'm happy to discuss the report further if you're interested.*
6. You can sign off with *Best regards*.

## Tasks

### Task 1

Are the sentences true or false?

	<b>Answer</b>	
1. This is the first time Jonas hears about the conference.	True	False
2. Nina learned new things and met interesting people.	True	False
3. Nina went to talks about many different things.	True	False
4. Robotics is of interest to their company.	True	False
5. Nina is sending Jonas old information on robotics.	True	False
6. Nina has some ideas about using the research.	True	False

### Task 2

Complete the email with words from the box.

talks	attend	know	Dear	particularly	made
regards	further	for	attaching	again	

(1)..... Rachel

Thanks (2)..... offering me the opportunity to (3)..... the marketing technology conference last week.

As you (4)..... , I was (5)..... interested in the digital marketing presentations. I saw some very useful (6)..... and I've (7)..... some new contacts that will be good for our company.

I'm (8)..... information on two new digital marketing applications that I think we could use.

Thanks (9)..... for this opportunity.

I'm happy to discuss the applications (10)..... if you're interested.

Best (11).....

Chardine

### Task 3

Write the word to fill the gap.

(1)..... Renu

Thanks for making it possible for me (2)..... go to the national planning meeting (3)..... Manchester (4)..... Monday.

As (5)..... know, it was (6)..... important meeting for our team. I learned (7)..... lot and (8)..... some new contacts from other offices. I focused (9)..... the digital marketing plan. The possibility of new influencers is particularly interesting (10)..... us (11)..... the moment. I (12)..... attaching a detailed report (13)..... the new digital marketing plan.

Thanks again (14)..... this opportunity. I'm happy (15)..... discuss the plans further (16)..... you're interested.

(17)..... regards

Yash

### Discussion

Do you ever go to events or conferences for work?

## Answers

### Preparation task

1. b
2. d
3. g
4. c
5. a
6. h
7. f
8. e

### Task 1

1. False
2. True
3. False
4. True
5. False
6. True

### Task 2

1. Dear
2. for
3. attend
4. know
5. particularly
6. talks
7. made
8. attaching
9. again
10. further
11. regards

### Task 3

1. Dear
2. to
3. in
4. on
5. you
6. an
7. a
8. made
9. on
10. for
11. at
12. 'm / am
13. on / about
14. for
15. to
16. if
17. Best / Kind