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?

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

Task 2
Complete the email with words from the box.

<table>
<thead>
<tr>
<th>talks</th>
<th>attend</th>
<th>know</th>
<th>Dear</th>
<th>particularly</th>
<th>made</th>
</tr>
</thead>
<tbody>
<tr>
<td>regards</td>
<td>further</td>
<td>for</td>
<td>attaching</td>
<td>again</td>
<td></td>
</tr>
</tbody>
</table>

(1)............................ Rachel

Thanks (2)........................... offering me the opportunity to (3)................................. the marketing technology conference last week.
As you (4) interested in the digital marketing presentations, 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