## Subject Line (Pick One):

* Wharton is coming to Hong Kong, <Prospect Name>!
* Will we see you in Hong Kong, <Prospect Name>?
* Join Dean James and Joao Gomes in Hong Kong, <Prospect Name>!
* Wharton + HK + <Party-related emoji>

## Salutation (Pick One):

* Formal:
  + Dear <Prospect Name>,
* Semi-formal:
  + Hi <Prospect Name>,
* Informal:
  + <Prospect Name>,

## Opening Paragraph (Pick One):

* Option A:

<Sentence touching on a personalized fact, connection, or prior communication with prospect.> Dean Erika James and Professor Joao Gomes will be coming to Hong Kong on Tuesday, March 12, 2024, as part of the Wharton Impact Tour. I'd like to personally invite you to attend. You'll get to connect with your fellow alumni— and together, you'll learn about the dean's vision for Wharton and Professor Gomes' view on the global economy. Come celebrate Wharton's impact on business industries around the world.

* Option B:

<Sentence touching on a personalized fact, connection, or prior communication with prospect.> I'm reaching out to let you know the Wharton Impact Tour, featuring Dean Erika James and Professor Joao Gomes, will be making a stop in Hong Kong on Tuesday, March 12, 2024. I want to personally invite you to attend this special networking opportunity. Join fellow Wharton alumni in learning about the dean's vision for the school and Professor Gomes' view on the global market. This is your chance to celebrate Wharton's impact on business around the world.

## Rest of the Email (Copy and Paste):

For more information about the speakers and venue, [**please click here for the event website**](https://web.cvent.com/event/828cd956-5621-4c00-a8d5-b69d3e77fdba/summary?_gl=1*1t2bzgv*_ga*MTE2NTE0NzY1Ni4xNjUxNTAxNjE1*_ga_RF8S9CT5W6*MTcwNDc0MTQwNC4yMzUuMS4xNzA0NzQyMTk2LjYwLjAuMA..). It's going to be an engaging and informative night, and we would be thrilled to have you there.

Feel free to reach out if you have any questions or need further information. We hope to see you in Hong Kong.

Best regards,

<Firstname LastName>

*<Title>*

<+1.215.XXX.XXXX> *office*

<+1.215.XXX.XXXX> *mobile*

<youremail@wharton.upenn.edu>

Office of External Affairs

FMC Tower, Suite 500

2929 Walnut Street

Philadelphia, PA 19104

**The Wharton School**

University of Pennsylvania

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