SUBJECT LINE OPTIONS

1. <Prospect Name>, join us at the Wharton Global Forum!

2. <Prospect Name>, will we see you at the Forum?

SALUTATION OPTIONS

1. (Formal)

Dear <Prospect Name>,

2. (Semi-formal)

Hi <Prospect Name>,

3. (Informal)

<Prospect Name>

OPENING PARAGRAPH

1. <Sentence that mentions a personal connection or prior conversation>. I'm reaching out to let you know the Wharton Global Forum will take place in São Paulo, Brazil, June 7–8. I want to personally invite you to attend. Alumni refer to the Forum as the <Super Bowl or World Cup, depending on whether your prospect lives in the Unites States> of the business world. It's where the best in the world gather to connect, learn, and celebrate. You'd be such a valuable part of it.

2. <Sentence that mentions a personal connection or prior conversation>. I'd like to personally invite you to the Wharton Global Forum in São Paulo, Brazil, June 7–8. Alumni refer to the Forum as the <Super Bowl or World Cup, depending on whether your prospect lives in the Unites States> of the business world. It's where the world's business elite gather to discuss the global economy's most pressing issues. I wouldn't want you to miss out on this incredible two-day experience of networking, learning, and celebrating.

EMAIL BODY CONTINUES — COPY AND PASTE

Nearly 75% of all Wharton alumni who have attended a Global Forum are C-suite executives, founders, vice presidents, partners, and directors in their industries. Imagine the connections you’ll make and the insights you’ll gain.

For information about the venue and speakers, [please click here.](https://whr.tn/sao-paulo) Reach out to me if you have any questions. We'd be so thrilled to have you there.

Warmly,

[SIGNATURE]