[DATE]

Contact Name

Address

Address2

Country

City /Province

Postal Code

**RE: SALES SEMINAR MEMORANDUM**

Dear [CLIENT NAME],

A seminar is being held at the [LOCATION] on [DATE] at [TIME] on [SUBJECT]. It is being conducted by [EVENT ORGANISER] and should be extremely informative. This company has a proven track record in organising events for our industry. The quality of the speakers present confirms that we cannot afford to miss this seminar.  
  
We are strongly recommending that every member of the sales force attend this seminar. We will pay the entrance fees and other expenses related to this event for all those attending.  
  
We would appreciate it if you would encourage everyone to attend the event and provide us with the names of those who will be attending no later than [DATE].

Sincerely,

[NAME]

[TITLE]

[CONTACT NUMBER]

[COMPANY EMAIL]