PEAR

* Place- determine where the event will be held. If it is at a fancy restaurant, then you know that business causal or professional is more where you should begin. If it is at a causal place like a grill, then you may be able to go more casual.
* Environment- the environment is also a helpful indicator on what to wear. If the event is outdoors on a boat, beach, or golf course, then this could be less formal or require special clothes.
* Attendees- who will be attending is another helpful indicator on what to wear. For example, if your CEO will be present then you are better off being more formal.
* Reason- the reason for the function is also a key indicator of what to wear. If the function is reunion of professionals, then you should be dressed according to that line of work.