

EVENT/CAMPAIGN BRIEF

EVENT / CAMPAIGN NAME	
BACKGROUND	
PURPOSE OF EVENT / CAMPAIGN	Why is the event being held? Is it a launch, client appreciation, client acquisition?
OBJECTIVE OF EVENT / CAMPAIGN	What would you like to achieve at the end of the event / campaign?
TARGET AUDIENCE	Demographic? Net worth? Interest?
NUMBER OF GUESTS	
PROPOSED DATE OF EVENT	
PROPOSED TIMING OF EVENT	
LOCATION DETAILS / PREFERENCES	Please advise if you a specific venue style / preference
THEME / CONCEPT	Please advise if there is a specific theme / concept
KEY MESSAGES	Outline any key messages you would like to communicate during the event
EVENT FORMAT	Cocktails and canapes? Sitdown dinner?
EVENT RUN OF SHOW / PROGRAMMING	Eg. Speech at 7pm, panel at 8.30pm, event must end at 9pm
SUPPLIERS/PARTNERS	Please advise if there are any specific suppliers / partners you would like us to work with
GIFTING / EVENT TAKEAWAY	Please advise what has been done previously
DESIGN / COMMUNICATION / ASSETS / COLLATERAL REQUIREMENTS	
CONTACT DETAILS	Please state email & number
ENTERTAINMENT REQUIREMENTS	
AV/LIGHTING REQUIREMENTS	Is there a presentation?
OTHER REQUIREMENTS	Please advise on other specific requirements such as live streaming, no single use plastic etc
BUDGET RANGE	This is essential for us to put together a proposal
CONTACT DETAILS	Please state email & number
EXAMPLES OF PREVIOUS EVENT	Please provide details of venues, entertainment, gifts, themes used for this or a similar event previously and what you liked / didn't like
NEXT STEPS	