|  |  |  |
| --- | --- | --- |
| Briefing Date |  | |
| Event Name | |  |
| Company | |  |
| Contact Name | |  |
| Service | |  |
| Briefed By | |  |
| Event Date | |  |

**Submission Date:**

**(To include the date of submission to client)**

**Event Overview:**

**(To include a detailed brief content about the event, the client and other important information required)**

**Target Audience:**

**(Includes the exact demographic knowledge of the guests expected at the event)**

**Event Objective:**

**(Includes details of the project brief, the ideology behind the event)**

|  |  |
| --- | --- |
|  | DETAILS: EVENT |
| Duration of the event |  |
| Demographics of the event |  |
| Marketing and Communications |  |
| Invitation  (e-invite, hard copy invite, do you require events to design an invite) |  |
|  | **DETAILS – VENUE & SET UP** |
| Venue details  (external/internal, do you require events to source a venue, etc) |  |
| Room set-up requirements |  |
| Technical requirements |  |
|  |  |
|  | **DETAILS: CATERING** |
| Catering requirements (food & beverages if known) |  |
|  |  |

**DELIVERABLES**

|  |  |
| --- | --- |
|  | Event Deliverables |
| Cost Estimate |  |