EVENT BRIEF

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

**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)**

**Marketing and Communications:**

**(Includes details of event marketing, pre to post event communication required for the event)**

**Event Venue:**

**(Venue details – external/internal, do you require events to source venue, etc)**

**Event Cost Estimate:**

**(Includes overall estimated cost of event and itemized cost (if available)**