

## **Brief One (1)**

Got it. Here's a short and focused brief for your digital marketer:

Design a simple, easy-to-use registration system for our big event. It needs to collect basic information from attendees like their name, email, and maybe some other important details. Keep the whole thing focused and avoid any unnecessary distractions.

We need to make sure it can handle a ton of people signing up at the same time without crashing.

## **Brief Two (2)**

Develop a social media plan that gets people excited about our event and drives registrations. We want to use platforms like Facebook, Instagram, and maybe even TikTok to reach potential attendees. Let's create some buzz and make sure people know about the event.