**Event Proposal Template**

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| **Event Name** | [working title] |
| **Type of Event** | [eg conference / sponsorship, F2F breakfast session, sundown event, etc] |
| **Location / Venue** | [insert here] |
| **Date & Time** | [insert here] |
| **Description** | [brief description] |
| **Cost** | [inclusive of travel, accommodation, AV, equipment, etc] |
| **Objective / KPIs** | [insert here] |
| **Vertical** | [insert here] |
| **Target Audience** | [insert here] |
| **Attendance Size** | [insert here] |
| **Sponsorship Level** | [if applicable] |
| **Speakers** | [insert here] |
| **Resources** | [ie who is required internally to attend] |
| **Requirements** | [eg swag, collateral, AV, catering, etc] |
| **Point of Contact** | [eg partner or vendor contact, etc] |