PR/EVENT Brief

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| **Event Title:** |  |
| **Department:** |  |
| **Event Date:** |  |
| **Event /Activity** |  |
| **Date of the brief** |  |
| **Deadline:** |  |

**Please fill in the following**

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| **Background Information** |  |
| **Target Audience**  *Primary Target (The core)*  *Secondary* |  |
| **Objective of event/Activity** |  |
| **Theme of the event if applicable** |  |
| **Type of event and support required guided by the following:**   * Launch * Conference /Meeting/ Press briefing /Workshop (Dinner /cocktail /Lunch /Breakfast) * Internal or external * Photography and videography needed * Any other support |  |

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| Activity Need / PR & Event Deliverables-(Indicate requirement)   * *Approval* * *Speeches and talking points* * *Catering* * *Media to be invited* * *Internal Representative to officiate* * *Media Release* * *Media coverage* * *External Guests* |  |
| Venue *(Indicate if already secured or support needed)* |  |
| Number of people to attended |  |
| Invitations:  Indicate the invitation mode (Letters/Email/E-Shots etc.)   * External guest-Share the list * Board Members * Internal staff-Share the list * Media |  |
| Program/Flow of Events **(Share draft for input by events team)**  Share a list of speakers |  |
| **Timeline**  *Provide a detailed timeline of event* |  |
| **Budget**  *Confirm availability of budget to host the event/Guests* |  |
| **TERMS AND CONDITIONS**  **Internal communication needs**  These should be briefed to the PR team to help facilitate  **Timelines upon receipt of brief:**   1. Major events: 1months to implementation 2. Conferences and forums: 2 months to implementation 3. Handovers: 3 weeks to implementation 4. General Visitors: Week to implementation   **Procurement of supplies and suppliers briefing: As per procurement guidelines**  **Site Visits/Recce**  (These are done two-fold)  Site visit which allows all teams to understand the concept.  Repeat site visits can be made to aid all teams in understanding the concept/layout and other elements of the event/activity or visit.  Once concept is agreed upon/event is approved/ and budget approved, the events team will set a date for the rehearsal or dry run of an event that takes place a day to the main event. This is applicable to major visits.  For low key events a brief will suffice  **Invites to the guests/participants**  To be sent 3 weeks in advance this is followed by RSVP a week to the event  Send your request to: [events@konza.go.ke](mailto:events@konza.go.ke) | |