**Production – Sales Brief**

**Questions to be clear before selling**

1. *What is the topic about?*

*2. Why the topic is needed in the market?*

*3. What are 03 selling points of this topic?*

*4. Why this topic is better than other events in that country during period?*

*5. What was the past event delegation result?*

*6. Tentative Venue for the event?*