Event Brief Template

This template can be used as a guide in your preparation for your internal and external event planning.

EVENT NAME	
PURPOSE	Why is this event being held? Is it to recognise a significant milestone or person? What type of event will it be? For example, educational, a launch, networking, lead generation or celebration.
OBJECTIVE/S	What do you want to achieve by holding this event? What is your desired outcome?
TARGET AUDIENCE	What type of guests will attend? Do they have any special needs?
NUMBER OF GUESTS	This number might be your preference or determined by the venue.
PROPOSED DATE	
TIMING	What is the start and finish time for the event? Create a timeline to track all the actions needed to prepare for the event and any post-event activities.
LOCATION DETAILS	Where will the event be held? Specify if you need assistance in selecting a venue. Provide contact details of the location and its representative.
KEY MESSAGES	Outline any key messages you need to share. Consider also what you need to communicate to

	ensure the event runs smoothly. For example, the RSVP, dress code requirements, whether guests need to bring anything with them.
EVENT FORMAT	What format will suit your purpose? For example, cocktail function, breakfast briefing, lecture/classroom style.
RUNNING SHEET	This is a detailed program of how the event will run from start to finish on the day. Create a table with headings for:
SUPPLIERS/PARTNERS	Putting an event together requires a lot of effort. Whether you are using an internal or external supplier, work out your requirements and budget for each area that's relevant: ・ Entertainment/Music ・ Catering ・ Printing ・ Party supplies ・ Decorations or Flowers ・ Gifts (for special guests or speakers) ・ Audio Visual ・ Photography/video ・ Security ・ Cleaning It's likely that each supplier above will need their own unique brief.
BUDGET	Determine the budget for the event. If the event is a revenue raising exercise, make sure the cost of admission covers your expenses and is still attractive for people to attend.

COMMUNICATION	Is this event open to the public? Consider what promotions or media
	activity you need to support it.
	Is the event by invitation only? Work out how you will invite your guests. You might already have a standard template or want to create a new invitation to suit the event.
EVALUATION	Decide how you will measure the success of the event.
	Align your measurement tool with your objectives.
CONTACT DETAILS	The main contact for the event and any supporting team members.
	• Time (when it will happen)
	• Action (what will happen)
	• Responsibility (who will make it happen)
	• Resources (what support is needed)