AMY DELOUISE

SAMPLE CREATIVE BRIEF
65-minute HYBRID EVENT

DEMOGRAPHICS	
Primary Audience	Members, 45-65
Secondary Audiences	Students, 17-22
	Prospective members, 25-55
MESSAGING	
Our primary theme	Our work together is saving lives of children and families worldwide.
Secondary themes	Impact stories in new mission areas in Africa and Asia.

TRT	**STORY ARC**	**SECOND SCREEN/REMOTE ENGAGEMENT FEATURE**
3:00	Opening Splash	1st of 2 "Heroes" videos showing our impact on the ground
5:00	Laying the Groundwork: Shani Black, Head of Engagement, welcome	Live-polling at beginning and end via Sli.do
20:00	Q&A with a world leader (TBD) connecting to our primary audience; Q&A on IG to connect to secondary	Q&A streamed on IG Live
5:00	Emotional Break/Engage secondary audiences	John Insta, Tik Tok phenom
20:00	More details: Moderated Panel Discussion highlighting our theme: 3 people at live venue and two	Live Q&A via Sli.do

	coming remotely—one in Nairobi, one in Saigon	
3:00	Video Roll-In highlighting primary theme	Another “Heroes” 3-minute video showing our impact on the ground
4:00	Video Roll-In’s highlighting secondary themes and our student audience	2 Students from XYZ HBCU talk about student involvement in world poverty action (pre-recorded via Zoom).
5:00	Emotional Crescendo – “Big Moment” That Leaves Our Audience With Something to Remember	1-minute impact video, then go to montage of Families worldwide “thank you” videos via Gather Voices app. Lead-in to final fundraising ask and wrap-up.

PRE and POST EVENT ENGAGEMENT	**To Do’s**
FB “Watch Parties”	Identify 10 hosts who are social influencers
In-Person post-event gatherings	Identify 20 hosts - Send gift bags to high-value donor groups
Online post-event gatherings	Virtual gift bags featuring relevant items from our sponsors

TIMELINE (Detailed breakdown with responsibilities to follow)	
April	Define Event Title/Theme and Create Logo and Graphics Identity Elements
May	Identify Keynote Speakers, Host, Key Panelists
June	Identify Heroes for video packages
June	Identify students
July	Launch Gather Voices thank you video asks Determine watch party hosts
July-September	Roll-in/Pre-recorded video production Gift bag coordination—virtual and IRL

August-September	Showflow writing for live event—all transitions, speeches, talking points
October	Rehearsals
November	QC all elements to streaming platform