### horizontal line**Business Concept Event Proposal**

## **1. Executive Summary**

* Briefly describe the event and its objectives.
* Highlight its purpose, target audience, and key outcomes.

## **2. Event Concept Description**

* **Objective**: Define the event's purpose and goals.
* **Event Idea**: Describe the theme or type of event (e.g., workshops, competitions).
* **Key Features**: List highlights, such as guest speakers or activities.

## **3. Target Audience**

* Identify the specific group (e.g., students, professionals, or the general public).
* Provide estimated audience size and demographics.

## **4. Value Proposition**

* Explain the event's unique benefits for participants.
* Highlight the significance of the event to its audience.

## **5. Budget and Revenue Model**

* **Cost Breakdown**: Include venue, marketing, and logistics expenses.
* **Revenue Generation**: Specify ticket sales, sponsorships, or merchandise.

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## **6. Marketing Plan**

* Describe how the event will be promoted (e.g., social media, email campaigns).
* Detail partnerships or collaborations for better outreach.

## **7. Operational Plan**

* Include a step-by-step execution plan for organizing the event.
* Highlight team responsibilities and deadlines.

## **8. Timeline**

* Provide a clear schedule from planning to execution.

## **9. Risks and Mitigation Strategies**

* Address possible risks (e.g., low turnout, technical issues).
* Propose contingency plans.

## **10. Conclusion**

* Reiterate the event’s purpose and potential impact.

### **Attachments**

* Mock-up posters or event materials.
* Budget breakdown table or timeline visuals.