

---

# 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.

## **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.