

Event Briefing Form

Event details

Event owner/organiser:

Ext:

Phone

Email:

Department / Organization:

Event lead:

Event start date & time:

Destination/city/state/country:

Event end date & time:

Anticipated numbers:

Why is this event being held:

Is this a new or existing event:

What type of event is required:

What are the objectives of this event:

How do you want attendees to feel after attending this event:

Marketing

What will people who attend
gain from this event:

What phrases would make
you want to attend this event:

What marketing channels would like utilised for this event:

LinkedIn post

Instagram

Twitter

eDM

Facebook

In-house marketing - digital

TV

Radio

Invite only

Influencers

In-house marketing - print

Other (enter below)

Notes

Who is the target audience:



Is a website required:

What branding will be used:

What assets are required:

Website banner

Website carousel

Social media tiles

Signage - print

Signage - digital

Adverts - print

Adverts - digital

eDM banner

eDM newsletter

eDM advert footer

Other - list below

Conference briefing

How many streams will there be:

Are plenary sessions required:

Is a call for abstracts required:

Are posters required:

Have any keynote speakers been confirmed:

What type of sessions will your program incorporate:

Workshops

Symposium

Speed dating

Panel discussions

Debates

Case studies

Hands on skill based learning

Traditional presentations

Other (please enter)

What social events are required:

Sponsors / Exhibitors

Are sponsors and/or exhibitors required:

Do you have a leads list:

Do you have existing packages:

Has a trade supplier been appointed as yet:



Additional services

Will this event require registration:

Are there sustainability requirements:

Does this event require theming:

Will an AGM be connected to this event:

Will a Board meeting be connected to this event:

Will accommodation blocks be required:

Budget

Does this event have seed funding:

What is the budget for an expenditure only event:

What is the desired financial outcome of this event:

Transport

Will attendees need to travel by air to this event:

Are airport transfers required:

Are transfers to be provided for off site functions, not in walking distance:

Additional transport requirements:

Additional Notes

