

Briefing Template

Event name:

Event date:

Nature of Event:

About the Company

[Please provide relevant information as it pertains to this event.]

Event detail

A. Client Details

Name/s	
Contact Details	

B. Overview of event

Name of event	
Date and duration of event (Please indicate if this date can change)	
Venue/s: (incl. regions)	
Purpose / objective of event	
Who will be invited to this event? Why will they be invited to the event? Help us understand the guests. What do they like/dislike?	
Number of attendees	

All inclusive budget	ZAR
Theme / look and feel of event	

C. Venue requirements: Internal/External

Room set up (table configuration, stage, seating, etc.)	
Bathrooms	
Registration décor requirements	
Parking requirements	

D. Audio Visual

Technical /Audio visual production, lighting requirements	
Lighting	
Staging	
PA system	
Lectern	
Microphone/s	
Awards	

E. Communication Process

Database management	
Teasers/ personalized date bookers to full database	
Invitation	
RSVP reports	

Gifts	
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F. Branding requirements

Signage type and number	
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Branding	
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G. Catering requirements

Arrival refreshments	
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Meal type	
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Dietary requirements	
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Beverage type	
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H. Registration

Registration table and signage	
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I. Entertainment requirements

Entertainment Give a history of previous entertainment likes and dislikes and what is envisaged now	
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Order of events	
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Vehicles	
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J. Travel and Accommodation requirements

All categories and groups	
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K. Other

Photography / Videography	
Staff	
Stationery and supplies	
Event packs	
Any other relevant information	