

# EVENT BRIEF TEMPLATE (free download)

*Plan smarter. Brief better.*

## 1. Event snapshot

Help us understand the shape of your event at a glance.

Event name:	
Event type: <i>(e.g. conference, product launch, internal event, awards, etc.)</i>	
Proposed date(s): <i>(Is this flexible?)</i>	
Location/city:	
Estimated guest count:	

## 2. About your business

Give us enough context to align the event with your brand.

What does your company do?	
What's the tone of your brand? <i>(e.g. corporate, playful, luxury, bold, etc.)</i>	
Anything important we should know about your audience or industry?	

### 3. The purpose (this is a biggie)

This drives every decision that follows.

What does success look like for this event?	
What should guests leave thinking, feeling or doing?	
Are there any specific KPIs? <i>(e.g. leads, engagement, internal alignment, media coverage, etc.)</i>	

### 4. Your audience

Who's in the room matters more than what's on stage.

Who is attending? <i>(e.g. clients, staff, media, execs, partners, etc.)</i>	
What do they typically enjoy at events?	
Anything they strongly dislike or expect?	

### 5. Budget

Help us to recommend the right solutions from the start.

Estimated budget (ZAR ex VAT):	
Is this all-inclusive? <i>(e.g. venue, catering, production, etc.)</i>	

## 6. Venue and environment

This is where the magic (and logistics) happens.

Do you have a venue in mind? If so, which one?	
Indoor, outdoor, online or hybrid?	
Any must-haves? <i>(e.g. parking, accessibility, location, etc.)</i>	
Any constraints we should know about?	

## 7. Look, feel and experience

Your event is starting to take shape visually.

Theme, mood or inspiration (if any):	
Formal, casual, high-energy, elegant, etc.:	
Any reference events or styles you like?	

## 8. Technical and production requirements

What powers the experience on the day?

Audio-visual requirements (if known):	
Lighting expectations:	
Stage/presentation setup:	
Any key speakers or presentations?	
Awards, videos or special moments planned?	

## 9. Guest journey and communication

This is everything your guests see, receive and respond to.

Will invitations be sent internally or externally?	
RSVP management required?	
Any gifting or guest packs?	
Registration requirements: <i>(on-site or digital?)</i>	

## 10. Catering and hospitality

No one remembers a great keynote if they're hungry.

Arrival refreshments required?	
Meal style: <i>(e.g. canapés, plated, buffet, etc.)</i>	
Beverage preferences:	
Dietary considerations:	

## 11. Entertainment and flow

The difference between "nice event" and "that was brilliant"

Entertainment ideas or preferences:	
Any previous experiences (good or bad):	
Rough running order (if available):	

## 12. Logistics

Practical planning helps you to avoid last-minute stress.

Travel or accommodation required?	
VIP handling?	
Transport requirements?	

## 13. Additional requirements

Is there anything else we should factor in?

Photography/videography:	
Staffing: <i>(e.g. hosts, registration, etc.)</i>	
Branding/signage:	
Merchandise or event packs:	
Any risks or concerns you're already aware of?	

## 14. Speak now or forever hold your peace.

If you could wave a magic wand, what would make this event unforgettable?	
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