[Company name]

How to use this document: delete this paragraph before saving, sharing, or circulating it. Every part shown in blue is yours to replace: type your own details over each blue [field] until no blue remains. Then select all (Ctrl+A) and set the font colour to the same dark colour throughout. What is left is your finished document.

Event planning event brief

The event on one page - objectives, scope, budget and key contacts.

Event details

Client: _____

Event type: _____

Date: _____

Venue: _____

Guest count: _____

Budget: _____

Objectives [What does success look like?]

Scope of our work [Planning only / full production / on-the-day]

Key contacts [Client lead, venue contact, key vendors]

Must-haves and must-avoids [Client priorities and red lines]

Sign-off

Planner: _____ **Client:** _____ **Date:** _____