

EVENT BRIEF TEMPLATE

Event Details

Name of the event:	
Start date:	End date:
Commences at :	Ends at:
Proposed Venue:	
Event Budget:	No of expected guests:

Event Purpose

Strategic objectives / expected outcomes:	
Details of the event:	
*Categories of expected guests:	Names of expected external VIPs, if any:
Master of Ceremony (Host):	
Executives required for this event:	Proposed role of Executives:
Date and time executive will be required:	
Proposed speech points will be provided for the Executive:	
Other speakers:	
Are media invited / expected?	
Is any AV required (please specify):	
Will there be catering (please specify):	

Coordination:

Name of Event manager:		Department:
Telephone:	Mobile:	Email: