Microsoft

Event Brief for Agency

Event name
Campaign Name
Event ID (MCMP)
Date(s)
Business Part Duration
Planned End Action
Including MS People
Activity Owner
MCM
Agency

Background	
Event Idea: Why?	
Event Goal: What?	
Event Structure: How?	
Event Agenda: When?	
Category of Event	
Category of Event	☐ Conference ☐ Seminar ☐ Tradeshow ☐ Public Event ☐ Briefing ☐ Corporate Hospitality ☐ Public/Analyst Relations Event ☐ Workshop ☐ Internal Event
Marketing Objective (s)	
Objectives	**Primary** ☐ Creating awareness & Changing Perception ☐ Driving Deployment ☐ Building Communities & Relationships ☐ Generating Leads ☐ Optimizing Opportunities ☐ Readying Partners **Secondary** ☐ Creating awareness & Changing Perception ☐ Driving Deployment ☐ Building Communities & Relationships ☐ Generating Leads ☐ Optimizing Opportunities ☐ Readying Partners
Marketing Audience(s)	
Target groups	**Primary** ☐ BDM ☐ Developer ☐ ITDM ☐ IT-Pro ☐ Elites ☐ IW ☐ Influencers ☐ Internal Microsoft ☐ Sales&Marketing Representatives **Secondary** ☐ BDM ☐ Developer ☐ ITDM ☐ IT-Pro ☐ Elites ☐ IW ☐ Influencers ☐ Internal Microsoft ☐ Sales&Marketing Representatives
Agency Tasks	
Place (City, Venue)	
Catering	
Equipment	
Registration/Event Team	
Branding	
Info Pack	
Souvenirs	
Translation	
Entertainment	
Others	
Timing Obligations	
Brief Meeting With Agencies	
Event Execution Plan	Within 3 days after Event Brief accepptance
Questionnaire Form Readiness	Within 1 working day before Event
100% preparedness of Event	1/0.5 hour before Event
Final Report	Within 5 working days after Event
Questionnaires Scanning and Placing on Microsoft's Portal	Within 1 working day after Event
Agency Evaluation (ensured by MCM)	Within 10 working days after Event
Service Delivery Check	
Mandatory for Events with Planned EA more than 500	