

How to write the perfect Event Briefing

General

Framework

- Project name
- Type of event
- Event date
- Time frame
- Event destination & venue
- Nb. of guests
- Single event or event series
- Budget

Company Information

- What is the company culture?
- What is the current situation?
- Where does the company stand today, where does the host/CEO want to go?

Communication (before, during and after event)

- Integration into overall communication mix
- Tonality
- Milestones
- Timing
- Tools
- Channels

If with external agency cooperation

- Requested agency services
- Expectations towards agency
- Task & responsibilities

If agency pitch

- Define & communicate number of agencies invited
- Define & communicate pitch procedure/steps
- Specify & communicate expectations on pitch presentation and budgeting
- Define & communicate decision parameters

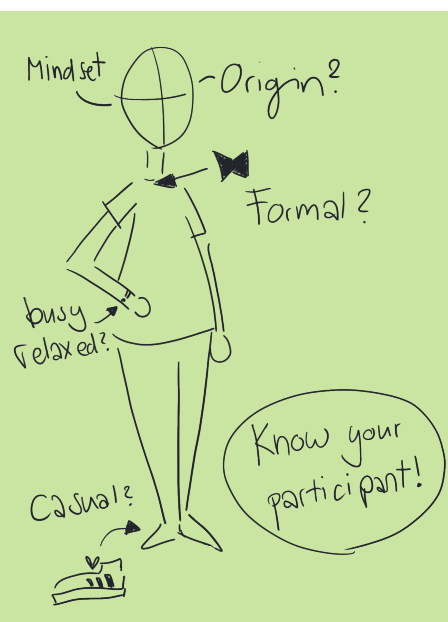
Target Group

Hard facts

- Sectors
- Geographical origins
- Male / Female
- Age range
- Functions & seniority levels

Soft facts

- Expectations
- Experiences
- Attitude
- Current pains
- Possible gains
- Characteristics
- Other remarks / dos & don'ts



Other Stakeholders

- Who are the other stakeholders (prioritize)?
- Hard facts
- Soft facts

Event

Content & Style

- Event purpose (why an event and why this event)
- Event objectives (what is the host's/CEO's desired outcome)
- Event Message (the 1 thing that must be remembered)
- Event style & tonality
- Participants'/guests' gain (what is in for the participant/guest)
- Host's needs, expectations & preferences as well as dos & don'ts from previous events
- Event theme (if not available, should it be related to current situation or existing communication/HR theme)
- Agenda/experience design: needs & expectations stakeholders; dramaturgy

History: Former events

- Theme
- Style
- Content

Event venue

- Needs & expectations
- Style

Food & Beverage (Check out our separate F&B Checklist!)

- Needs & expectations
- Style

Decoration

- Theme
- Needs & expectations
- Style

Entertainment

- Needs & expectations
- Style
- Internal/external
- Speakers/moderators internal/external

Logistics

- Registration process
- Collateral material / app
- Audio-visual needs
- Give-aways
- Transfers
- Signage
- Manpower (security, hostesses, cleaning, wardrobe, etc.)
- Security / safety
- Licenses / authorizations
- Set-up / tear-down
- Suppliers briefings

About VMP

VMP is a leading Swiss event agency specialized in designing, creating and crafting meaningful and unique experiences. A boutique agency with big ideas and profound resources. For corporates. Worldwide. Since 1999. Find out more at www.vmp-ag.ch or contact us at info@vmp-ag.ch or +41 43 244 70 60.