

# BrandSpec Events Brief

## Client Contact Information:

<b>Client</b>	
<b>Name</b>	
<b>Title</b>	
<b>Phone</b>	
<b>Email</b>	

## BrandSpec Office use:

<b>Date</b>	
<b>Prepared by</b>	
<b>Dept</b>	
<b>Phone</b>	
<b>Email</b>	

## Event Overview (Client to complete)

<b>Title of Event</b>	
<b>Date</b>	
<b>Location</b>	
<b>Pack in date/time</b>	
<b>Event Run date/time</b>	
<b>Pack out date/time</b>	
<b>Size of space</b> (Length x Width x Height)	
<b>Provide event site plan</b> (If available eg web link or pdf)	
<b>Description of event</b>	
<b>Budget</b>	
<b>Capex Budget –</b> New Reusable Assets	
<b>Is this a tender?</b>	Yes      No

## Select BrandSpec's event setup involvement

<b>Require Drop-off?</b>	<b>Require 'on-site' set-up?</b>	<b>Require event management on-site</b>	<b>Require post-event collection?</b>
Yes	Yes	Yes	Yes

# Events Brief

<b>Objectives/ Goals/Target Audience</b> (Who, What do we want them to feel, Include age range, gender, occupation, activities, family structure, product/service usage, frequency. Go beyond to include demographics and psychographics)	
<b>Inspirations</b> (Images / web links)	
<b>Number of attendees</b>	
<b>Any other information</b>	

## Event Scope (Client / BrandSpec to complete)

<b>Existing Assets to include</b> (eg tables, fridges, signage - provide sizes/specs)	
<b>Hire Assets required</b> (eg tables, fridges, signage - provide sizes/specs)	
<b>New Visuals / Signage / Asset Creation</b>	
<b>Do you require BrandSpec Design &amp; Studio Assistance</b> (Artwork & Asset Design)	Yes                  No
<b>Existing Artwork</b> (Provide inspiration/download Links)	

## Post Event

<b>Do you require storage of reusable assets following the event?</b>	Yes                  No
<b>Do you require full pack down and exit logistics?</b>	Yes                  No
<b>Main contact to provide dispose/store/deliver to client decisions on event assets. (Determined prior to event set-up).</b>	
<b>Main contact to confirm dump/repair decisions on any assets that may not be reusable at conclusion of event.</b>	



# Brainstorming

(Freedom to draw or add images of the proposed plan)

