Events Brief

Client Contact Information:

Client	
Name	
Title	
Phone	
Email	

BrandSpec Office use:	
Date	
Prepared by	
Dept	
Phone	
Email	

Event Overview (Client to complete)

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

Select BrandSpec's event setup involvement

Require Drop-off?	**Require 'on-site' set-up?**	**Require event management on-site**	**Require post-event collection?**
☐ Yes	☐ Yes	☐ Yes	☐ Yes

Events Brief

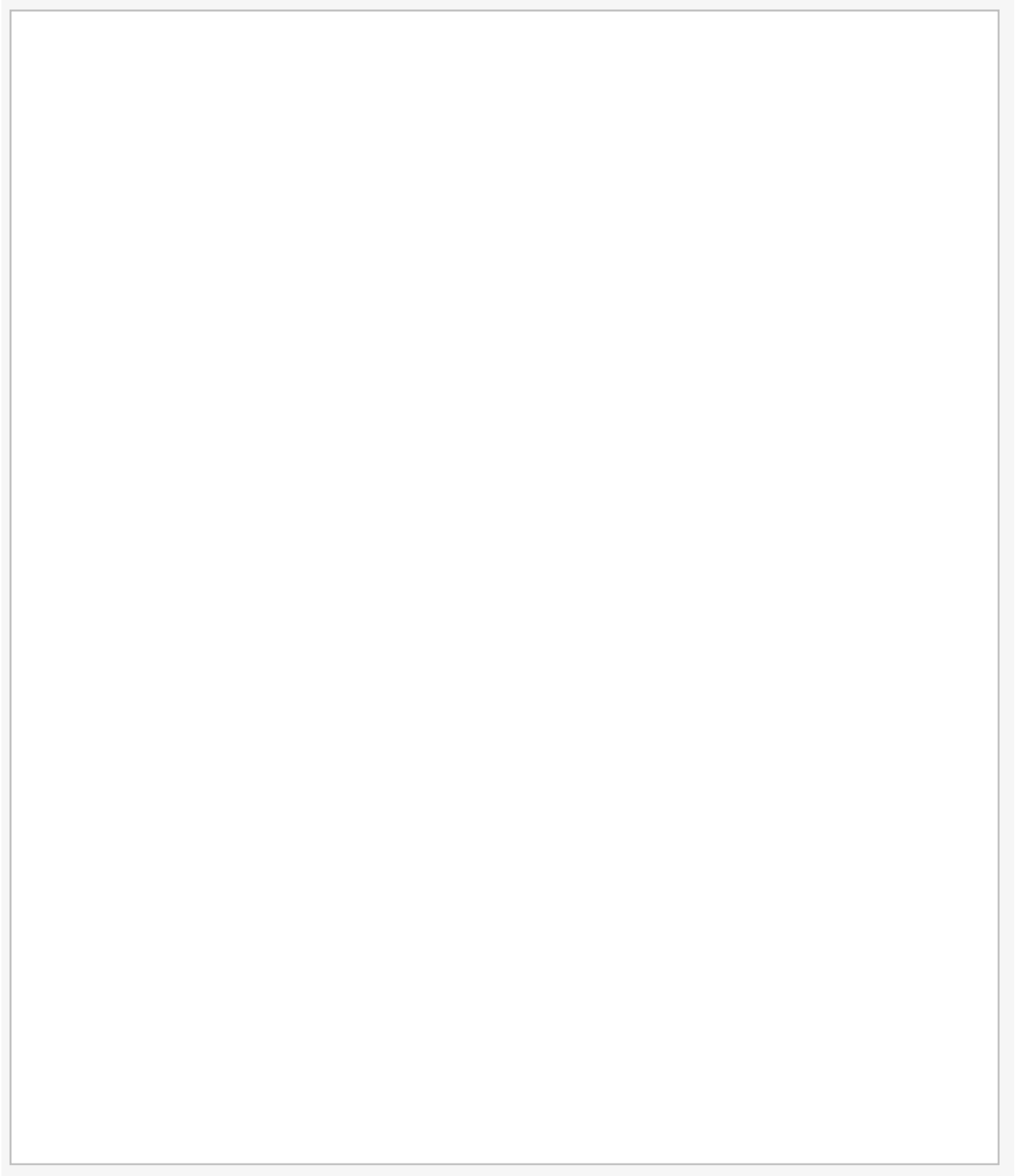
Objectives/ Goals/Target Audience (Who, What do we want them to feel, Include age range, gender. occupation, activities, family structure, product/service usage, frequency. Go beyond to include demographics and psychographics)	
Inspirations (Images / web links)	
Number of attendees	
Any other information	

Event Scope (Client / BrandSpec to complete)

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

Post Event

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

Brainstorming

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