[Company name]

How to use this document: delete this paragraph before saving, sharing, or circulating it. Every part shown in blue is yours to replace: type your own details over each blue [field] until no blue remains. Add or remove table rows to fit your needs. Then select all (Ctrl+A) and set the font colour to the same dark colour throughout. What is left is your finished document.

Event planning event brief

The event on one page - objectives, scope, budget and key contacts.

Event details

Client	[Client name]
Event type	[e.g. wedding / corporate / gala]
Date	[Date]
Venue	[Venue name and address]
Guest count	[Number]
Budget	[£ amount]

Objectives

[What does success look like?]

Scope of our work

[Planning only / full production / on-the-day]

Key contacts

[Client lead, venue contact, key vendors]

Must-haves and must-avoids

[Client priorities and red lines]

Sign-off

Planner	Client	Date