[Company name]

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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

[Company name]

Planner	Client	Date