

## EVENT BRIEF TEMPLATE

JOB NUMBER: USBM-

Event Details			
Type of event:			
Name of the event:			
Start date:		End date:	
Start time :		End time:	
Proposed Venue:		RSVP date:	
Event Budget:		No of expected guests:	
Event Purpose			
Strategic objectives / expected outcomes:			
Event Details			
USB Staff required for this event (please specify):			
CRM Database categories of expected guests:			
Names of expected external VIPs, if any:			
Seating setup (Cinema, Classroom, Round table)?			
Are media invited / expected?			
Live streaming required (please specify)?			
AV required (please specify)?			
Video recording of event?			
Security required?			
Parking required?			

Registration requirements (please specify)?	
Will there be catering (please specify)?	
Speaker topic?	
Speaker requirements (please specify)?	
Social media sharing?	
Hashtag of choice?	
<b>Event Booking form</b>	
Paid event? Yes / No	
Partner event? Yes / No	
<b>Marketing</b>	
Marketing requirements (i.e. invitation mailer, event on website, banners)?	

**SUBMIT**