

Note: this template is set to view-only. You can download it or make a copy in order to edit it to make it your own

Event Brief Template

Event key details	
Event Name	[Insert here]
Event Coordinator	[Insert here]
Event Date	[Insert here]
Event Budget	[Insert here]

Event overview

Event purpose and goals	
[Insert purpose of event here]	
•	[Insert event goals here]
•	[Insert event goals here]
•	[Insert event goals here]

PS: You can add more rows if have more goals to include in your brief

Target audience

Event theme and concept

Event roles, responsibilities	
[Names here]	[Responsibilities here]

PS: You can add more rows

Event logistics	

PS: You can add more rows

Marketing and promotion