

EVENT PLANNING BRIEF

Event Name:

Event Date:

Start Time/End Time:

Location:

CONTACT INFORMATION

Event Organizer Name:

Email:

Phone:

EVENT STRATEGY

Purpose:

Goals and Objectives:

Target Audience:

Key Messages:

LOGISTICS

Event Format/Set-up:

Menu:

Entertainment:

Estimated Budget:

Audio/Video:

Party Supplies:

Decorations:

Gifts/Swag:

Clean-up/Take-down Plan:

Security Needs:

COMMUNICATION & DESIGN

Communication Methods:

Design Needs:

PR Needs:

Photography:

DSU SERVICES TO CONTACT

Scheduling:

Risk Management:

Guest Services:

Ticketing:

Production:

Parking:

Custodial:

Facilities:

TIMELINE

Date:	Action:	Responsibility:	Completed:

EVALUATION

Post Event Evaluation Plan:

Updated: _____ Initials: _____

