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# EVENT OVERVIEW

Capture the facts that shape scope, crew, schedule and budget.

## PROJECT BASICS

|                      |                      |                        |
|----------------------|----------------------|------------------------|
| EVENT NAME           | ORGANIZATION         |                        |
| <input type="text"/> | <input type="text"/> |                        |
| VENUE                | CITY / STATE         |                        |
| <input type="text"/> | <input type="text"/> |                        |
| EVENT DATE(S)        | EXPECTED ATTENDANCE  | WORKING BUDGET / RANGE |
| <input type="text"/> | <input type="text"/> | <input type="text"/>   |

## FORMAT

|                                              |                                              |                                               |
|----------------------------------------------|----------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Conference / summit | <input type="checkbox"/> Town hall / meeting | <input type="checkbox"/> Awards / celebration |
| <input type="checkbox"/> Hybrid / livestream | <input type="checkbox"/> Trade show          | <input type="checkbox"/> Other                |

## PURPOSE AND SUCCESS

|                                            |
|--------------------------------------------|
| WHAT MUST THIS EVENT ACCOMPLISH?           |
| <input type="text"/>                       |
| WHAT WOULD MAKE THE PRODUCTION SUCCESSFUL? |
| <input type="text"/>                       |

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# ROOMS AND SCHEDULE

Map every audience space, production window and critical transition.

PRODUCTION SCHEDULE

|                     |                       |                          |
|---------------------|-----------------------|--------------------------|
| LOAD-IN DATE / TIME | REHEARSAL DATE / TIME | DOORS / AUDIENCE ARRIVAL |
|                     |                       |                          |
| PROGRAM START       | PROGRAM END           | STRIKE / LOAD-OUT WINDOW |
|                     |                       |                          |

ROOM-BY-ROOM PLAN

List the main stage, breakouts, rehearsal rooms, reception spaces and overflow areas.

|                                                      |
|------------------------------------------------------|
| ROOM 1 - NAME, CAPACITY, SESSION FORMAT AND AV NEEDS |
|                                                      |
| ROOM 2 - NAME, CAPACITY, SESSION FORMAT AND AV NEEDS |
|                                                      |
| ROOM 3 - NAME, CAPACITY, SESSION FORMAT AND AV NEEDS |
|                                                      |
| ADDITIONAL ROOMS / OVERLAPPING SESSIONS              |
|                                                      |

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# PROGRAM AND TECHNOLOGY

Define what the audience sees, hears and receives after the event.

STAGE AND PRESENTERS

- ☐ Keynote / lectern
- ☐ Panel / fireside chat
- ☐ Awards / performance
- ☐ Remote presenters
- ☐ Audience Q&A
- ☐ Teleprompter / confidence

TECHNICAL REQUIREMENTS

- ☐ Sound reinforcement
- ☐ Projection / LED wall
- ☐ Stage / camera lighting
- ☐ IMAG / in-room cameras
- ☐ Session recording
- ☐ Livestream / hybrid
- ☐ Captions / interpretation
- ☐ Graphics / lower thirds
- ☐ Video / music playback

PRESENTER COUNT, FORMATS AND SPECIAL NEEDS

PRESENTATION, PLAYBACK AND GRAPHICS WORKFLOW

STREAMING PLATFORM, REMOTE GUESTS AND INTERNET DETAILS

REQUIRED RECORDINGS, EDITS, FILE FORMATS AND DELIVERY DEADLINE

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# CONTACTS AND HANDOFF

Make ownership, open questions and supplied materials visible.

## PRIMARY CONTACTS

PLANNER / DECISION-MAKER

EMAIL / PHONE

VENUE / IN-HOUSE AV CONTACT

EMAIL / PHONE

## AVAILABLE MATERIALS

- ☐ Draft agenda
- ☐ Floor plans / room specs
- ☐ Brand guide / artwork
- ☐ Sample presentations
- ☐ Internet specifications
- ☐ Venue production rules

## DECISIONS AND RISKS

KNOWN VENUE, SCHEDULE, ACCESS, LABOR OR BUDGET CONSTRAINTS

OPEN QUESTIONS THE PRODUCTION TEAM SHOULD ANSWER

ADDITIONAL NOTES

**NEXT STEP**    Attach the draft agenda and floor plans, then send this brief to your production partner.