# Event Promotion Creative Brief

## Project Overview

**Event Name:**

Enter event name here

**Event Date(s):**

E.g. July 15, 2024

**Event Location:**

Venue, address, city

**Background / Description:**

Brief summary of the event

## Objectives

What are the goals of this event promotion?

## Target Audience

Describe your key audience(s)

## Key Messages

What are the main messages to communicate?

## Deliverables

List required design assets (e.g. flyer, web banner, social posts)

## Brand Guidelines & Style

List any branding requirements or references

## Copy / Content

Key text to include (event name, date, call-to-action, etc.)

## Deadline & Timeline

Project deadline, event date, milestones

## Contact(s)

Who should designers contact for questions?