

Event Marketing Brief Template

Event Name

Event Date & Time

Event Location / Venue

1. Event Overview

2. Objectives

3. Target Audience

4. Key Messages

5. Agency Involvement

- Scope of Work
- Deliverables Required
- Roles & Responsibilities
- Key Contacts

6. Promotional Channels

7. Budget

8. KPIs & Measurement

9. Timeline & Key Dates

10. Additional Notes

