**Name of Event**

Creative Brief

**Event Overview**

* + General event information (location, date, time)
  + Goals (why are you having this event?)
  + Measurable Objectives (benchmarks to measure progress towards goals, e.g. increase membership by 20% each year or media coverage, etc)

**Primary audiences**  
*Provide enough detail to enhance everyone’s understanding of who the audience is. Include some attendee demographic information if possible.*

* + Who are your primary target audiences. Choose a typical audience member or two and profile including occupation, age range, gender, what her day looks like, etc.
  + How will the event be geared toward these audiences?
  + What should be avoided in talking to these audiences?

**Tone and Image**

* + Funny and casual, or formal and buttoned-up. What is the
  + What do the audiences believe or think, before you start communicating with them?
  + What tone and imagery should we use to engage them?
  + Specific visual goals?

**Messages: Features, Benefits and Values**

* + List top features and/or facts about the program, service or organization, and its value to target audiences
  + How do these stack up against the competition?
  + If you could get one sentence across, what would that be? How would you prove it?
  + Other major points?

**Budget and Schedule**

* + Has a budget been approved?
  + When must the message get to the audience for greatest impact (e.g. service introduction date, conference, special event)?
  + What is the due date for the finished work?

**Process**

* + Who is the point person (on the nonprofit side)?
  + What is the internal review and approval process?
  + Who needs to sign off on final execution?