

Event Project Brief

Project Name

Client/Company Name

Deadline DD/MM/YY (see timeline on last page)

What is the objective?

Who is the market?

What is the message?

Required Media - Duration , Platform, Style



Budget & Promotion Spend?

What does success look like?

Key features, people and places

Call to Action

Personality

- | | |
|-------------------------|---------------------|
| Daring | Wholesome |
| Personable | Corporate |
| Playful | Professional |
| Creative | Technical |
| Traditional | Modern |
| Subtle | Direct |
| Colourful | Monochrome |
| Everyday Footage | Cinematic |



Timeline

● Client Responsible ● Storytellers Responsible

1

Approval Process

Brief ●

Ideation ● ●

Proposal ●

Project Management (Planning of schedule, locations, crew)

Pre-production (Any scripts/talent booking)

2

Production

First Draft

Final Draft (Extra drafts charged in addition)

3

Final Delivery



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with a producer**

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