

**ANNEX 1 TO PROGRAMS AND EVENTS SOP**

**EVENT BRIEF FORM**

**EVENT DETAILS**

|  |  |
| --- | --- |
| Name of the event: | |
| Date: | |
| Starts at: | Ends at: |
| Event Budget: | No of expected attendees: |

**EVENT PURPOSE**

|  |  |
| --- | --- |
| **Strategic objectives / expected outcomes:** | |
| **Event Format (If it is face-to-face)**  *What format will suit your purpose? For example, cocktail reception, breakfast briefing, lecture/classroom style.* | |
| **Details of the event:**  *What type of event will it be? For example, educational, a launch, networking, or celebration.* | |
| **Target Audience**  *Members only, By Invitations only, Open to Public* | **Key Messages**  *Outline any key messages you need to share.* |
| **Full Names of expected speakers, if any:**  *Title, company name and short bio and headshot in high resolution must be attached.* | | |
| **Event Partners:**  *Is the event in partnership with another company / government organization?*  Note: If it is a government organization, a written permission is required from them to use their official logo and name. | | |
| **Host:**  **Moderator:** | | |
| **Date and time for the rehearsal / AV check** | | |

**Coordination:**

|  |  |  |
| --- | --- | --- |
| **Name of the Contact Person:** | |  |
| Telephone: | Mobile: | Email: | |

**Submitted by:**

**Name:**

**Date:**

**Approved by:**

**Name:**

**Date:**