

**ANNEX 1 TO PROGRAMS AND EVENTS SOP**

**EVENT BRIEF FORM**

 **EVENT DETAILS**

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

**EVENT PURPOSE**

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| **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:**