## 

**EVENT BRIEF | [Name of Event]**

*Prepared by [event lead name, department] on [date updated]*

Event date: [Thursday, December 14, 2020]

Event time: [5:00 – 8:00 PM]

Event location: [Building name, room name, street address, city]

Estimated attendance: [# of guests expected to attend]

Ticket price: [$ per ticket | $ per table] – if applicable

Dress code: [Business attire, business casual, etc.]

Incident manager: [full name, title and cell number of the person who will respond to incidents that arise onsite at your event e.g. upset guest, medical emergency, etc.]

**Event summary**

*A brief outline of the key details of your event. What is the purpose of the event? If relevant, how did this event come about?*

**Event objectives**

*What are you aiming to achieve with this event? What strategy does this event support? What is the expected outcome of this event?*

**Success measures**

*What needs to happen for this event to be considered a success? e.g. number of guests, specific target audience participation, media coverage, etc.*

**Core messages***What key information would you like all guests to think about after they leave this event?*

**Background***Note any background information that the President and SFU internals should know about. For example, if this is a new initiative… who is funding it? How much does the whole initiative cost? How much is each funder providing? What led to this project? What is this initiative/project?*

**Issues/risks***Are there any sensitive issues that need to be considered? What are the risks and how will they be managed?*

**Key speakers***A list of key people who will speak at the event, e.g. Frist Nations Elder, emcee, President, dean, student, researcher, government official, etc.*

**Guest list***A list of key groups of people that will be invited to the event. Attach the Master Guest List with more detailed information. Include VIPs, internal and external guests.*

*List categories such as:*

* *SFU President*
* *VPs and deans*
* *Select SFU senior administrators*
* *Government officials*
* *Community partners*
* *Select donors and prospects*
* *Students*

**Event sponsors and partners**

*A list of key sponsors and/or partners that are supporting your event/project.*

**Program schedule***The structure and timing of the event. For example:*

*7:00 PM Guests arrive for reception  
7:20 PM Guests are seated in theatre  
7:30 PM Brief speaking program*

*Traditional welcome*

*Emcee, welcome, introductions and opening remarks*

*President, remarks*

*Speaker 1, remarks*

*Speaker 2, remarks*

*Speaker 3, remarks*

*Gift presentation to key speaker(s)*

*Emcee, closing remarks*

*7:45 PM Speaking program concludes, reception continues  
8:30 PM Reception ends*

**Parking and Security**

*Include any available parking information for guests and/or security provided onsite at your event.*

**Marketing and Communications**

*List how your event will be publicized to your guests and media sources.*

**Catering**

*List any food and beverage that will be provided or available to guests at your event.*

**Event contact information**

*Full name | title | department | cell number | email address*