

# EVENT TECHNOLOGY BRIEF

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## Overview

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What, when, and where for your event.

**Event title:**

**Event date(s):**

**Event time(s):**

**Event type:**

eg. conference, briefing, seminar, tradeshow, public event, internal, PR event, workshop, briefing

**Event format:**

eg. Virtual, hybrid, or in-person

**Event location (city, venue):**

**Event attendees:**

How many people are you hoping to attract to the event?

**Event audience:**

Who are you hoping to attract to your event? eg. what type of profession, demographics, behaviour, interests, topics or trends that they're following.

**Event description:**

Describe in words what happens at your event.

**What is the purpose of your event?**

Why does this event exist? eg. Attracting new prospective clients and/or deepening existing customer relationships, Increasing employee engagement, reinforcing cultural values, fostering collaboration, generating leads.

**Event goal:**

Quantify your event's purpose. Eg. Get 5000 people to attend our event, achieve 55% attendee satisfaction, make £15,000 worth of profit from merchandise sales, 15% increase in social media followers.

**Event technology goals:**

What do you want this technology to achieve? eg. increase session attendance, faster check-in experience, increase networking opportunities for attendees, increase number of visits to my exhibitors, prove ROI to my sponsors, create personalised agendas for guests.

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## Event Tech Budget

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**Budget:**

How much do you wish to allocate to event technology?

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## Event technology required

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List the items you may require from your event technology partner.

Event apps  
Event management portal  
Tracking of attendees  
Wifi  
Audio visual requirements  
A/V partner  
Equipment rentals  
Focus areas to capture  
Live streaming

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## Agenda

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Outline your agenda for each day your event will take place. Include start and end times, duration, sessions and keynotes with their corresponding speaker(s), networking time and/or activities, breaks for your attendees.

List out your plan for each day of your event. eg.

Day 1 - Start time: End time:

Sessions

Keynotes - Speakers

Networking

Breaks

Activities

### Example:

Item	Start time	End time	Speaker	Agenda	Duration
1	09:00	09:45	Bob Smith	The World of Work	45 mins
2	10:00	10:45	Ted UMBER	Social media and your business	45 mins
3	11:00	12:30	-	Tradeshow opens	
4	12:30	13:30		Networking and lunch	1 hr
5	13:45	14:30	Barry Lille	Try hard, try harder	45 mins
6	15:45	15:30	Sarah Erot	Events and software are a great mix	45 mins
7	16:00	18:00		Networking and drinks	2 hours

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## Timeline

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Action	Date	Action by
Brief delivered to agencies	up to 1 year before event	Event organiser
Event technology response	within 7 days of brief acceptance	Technology partner
Meet with select agencies	within 1 week of proposals returned	Event organiser
Follow-up proposals	within 1 week of meeting	Technology partner
Select event technology partner	within 1 week of follow-ups	Event organiser
Software and technology scoped	within 2-10 months of event	
Software and technology testing	within 2-10 months of event	
Delivery of event	event day	Event organiser and technology partner
Event reports	within 1 week of event	Technology partner
Post-event debrief and technology partner evaluation	within 10 days of event	Event organiser

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## Use this event template for all your events

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A great event is what we all dream of. Cut out the possible hiccups and dramas and plan for success with event brief template that takes account of all the items you may need for your event.

This template will help you create briefs that ensure you and your team are:

Always aligned and planning in concert with one another  
Ensure your technology partner can provide you with what you need for success  
Equipped to run events your attendees can't wait to attend again  
Recognised for a successful event by your industry and peers  
Able to create an event that can be repeated and built-on for the future

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### WANT MORE ASSISTANCE WITH YOUR EVENTS?

VenuIQ create award-winning technology for events. We've helped hundreds of event organisers and agencies across the UK, Europe, and North America to create memorable events. Get in touch on **+44 121 796 5800**.