Event Planning Workup

Company/Client:
Date Submitted:
Proposals Due:

Type of Event:

Meeting	☐	**Mini-Tradeshow**	☐
Reception	☐	**Seminar/Workshop**	☐
Breakfast	☐	**Boot Camp**	☐
Training	☐	**Team Building**	☐
Annual Meeting	☐	**Awards Ceremony**	☐
Sales Kickoff	☐	**Sales Incentive**	☐
Hospitality	☐		

Event Name:

Objective(s):

Theme:

Location:

Date:

Time:

Target Audience:

Scheduled Presentations:

Invitation List Source(s):

Invitation/Confirmation Schedule:
1) Conditioning Letter:
2) Invitation:
3) Telemarketing (Attendance Confirmation/Reminder)

Type of Event: **Standalone ____** **Part of Campaign ____**

Staffing Requirements:

Type of Catering:

Audio/Visual Requirements:

Campaign Support Elements:

Post-Event Follow-up Contacts:

Follow-up Telemarketing Date(s):