How to create an effective event brief:
7 useful tips

Here are seven of our top tips on how you can brief your event agency so that you’ll save time and get the response you’re looking for – an incredible event which delivers your objectives.
Introduction

Briefing an events management company may seem like a simple task, but actually putting your vision onto paper for your perfect event can be challenging – especially when you aren’t totally sure about the finer details.

From finding a meeting room in a quirky venue for 10 people to organising a conference in a far flung destination for 1,000 delegates, these handy tips will help you create an effective brief, ensuring your event gets off to the best start.

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1. What are you looking to achieve?

Do you have clear objectives about what you’re looking to achieve by holding this event? How does it align to your marketing objectives? Do you know which internal stakeholders need to be involved and what their preferences are?

Once you’ve got your objectives sorted, you’ll be able to build together a more succinct brief, and make sure the proposals you receive suit your needs. Developing clear goals prior to the event ensures that you can easily measure and demonstrate return on investment afterwards.
2. Planning is everything

By having the ‘objectives’ question answered, you’ll have a much clearer vision in your mind about how you’ll need the event to flow and what needs to be included.

For instance, will there be a sit down dinner or canapes? Why not hold a meeting with your key stakeholders in the form of a ‘pre-brief’ meeting - that way they’ll feel involved and will be much more open to sharing their ideas at the initial planning stages which will save you more time in the long term.
3. Let your agency be creative

If you’ve got a vision for your event, then that’s fantastic. An events company will provide you with a few options that are tailored to meet your exact requirements.

A good events company will love to show off their creative flair and so will provide you with an option that suits your needs but also one that’s unique and ‘out of the box’.

Your agency should include those with previous experience of similar events and those with creative minds. By having an open mind and embracing the creativity – you’ll woo your stakeholders and clients.

If you haven’t got a vision for your event, leave it to your events company. They live and breathe events on a daily basis and should be able to provide you with plenty of options to suit different budgets.
4. Be open

If an event hasn’t worked well in the past because of a particular reason, be honest about it to your events company. The best way to plan for a new event is to de-brief fully from your previous one so that both you and your events company can learn from each event, making each one better from the last – that way you’ll ensure that you have happy stakeholders and clients.

If you haven’t used an events company before, but know from experience that something just doesn’t work, for instance, you know that a certain venue isn’t suitable – include it in your brief; it will make sure that you get proposals that will be perfect for your event.
5. Make your budget stretch

We understand that now more than ever, there’s more pressure to produce an outstanding event with a limited budget. By specifying your budget in the brief, your events company will be able to provide you with solutions which are within your budget. As long as it is clear.

By picking the right events company, you’ll be able to make your events budget stretch even further. At ATPI Corporate Events for example, our events brand is a separate division within a much larger global travel group. So you’ll be able to leverage on supplier deals across the board including event space, accommodation and airlines, ensuring you get the best rates.

Another way to get more value out of your event is wrapping it in a smart communications campaign. Simple yet smart channels like a website, social media and personal e-mail messages will expand the reach of your event and make the overall experience more powerful.
6. Timings

We know that some events need to be last minute and a good events company will be aware of that. If you have contracted your events company to do all of your events, they should have agreed service level agreements (SLA’s) with you so you know that your events are being delivered against pre-agreed quality levels and timelines.

Make sure that your events company sticks to these timings. If you don’t have these in place already, or are looking to organise a one off event – depending on the size and scope of the event, your events company will need more or less time to get you the ultimate result.

Another tip that will ultimately work in your favour: allow agencies sufficient time to pitch…!
7. Get to know your events company

By establishing a relationship with your events company, they’ll be able to learn what your likes and dislikes are, but also your company culture and values.

In the end it is about people working with people, and the more interaction with the agency team, the better they can tailor the event proposal. Actually it will save you time in the long run. They’ll know your company inside out and almost be able to work like an extended department of your business. So to stop by your agencies office once in a while - even for just a cup of coffee and a chat - is not a wasted time!
In summary

By taking these useful tips into account when you’re planning an event, you’ll be sure to have proposals that truly meet your event needs.

Although every event is different and unique, by working more strategically with your events company – you’ll achieve savings in both time and money for your company. Also, you will soon notice that the experience of working with a professional events company instantly grows your knowledge and expertise as an event organiser.

For examples of case studies and more how-to guides, visit the ATPI Knowledge Hub.
ATPI is among the world’s leading travel management companies. Our dynamic and innovative approach to savings and service has earned us one of the highest client retention rates in the industry.

With over 100 offices worldwide, the company has successful operations in corporate travel, corporate event management, online travel technology and specialist travel management for a number of key industries.