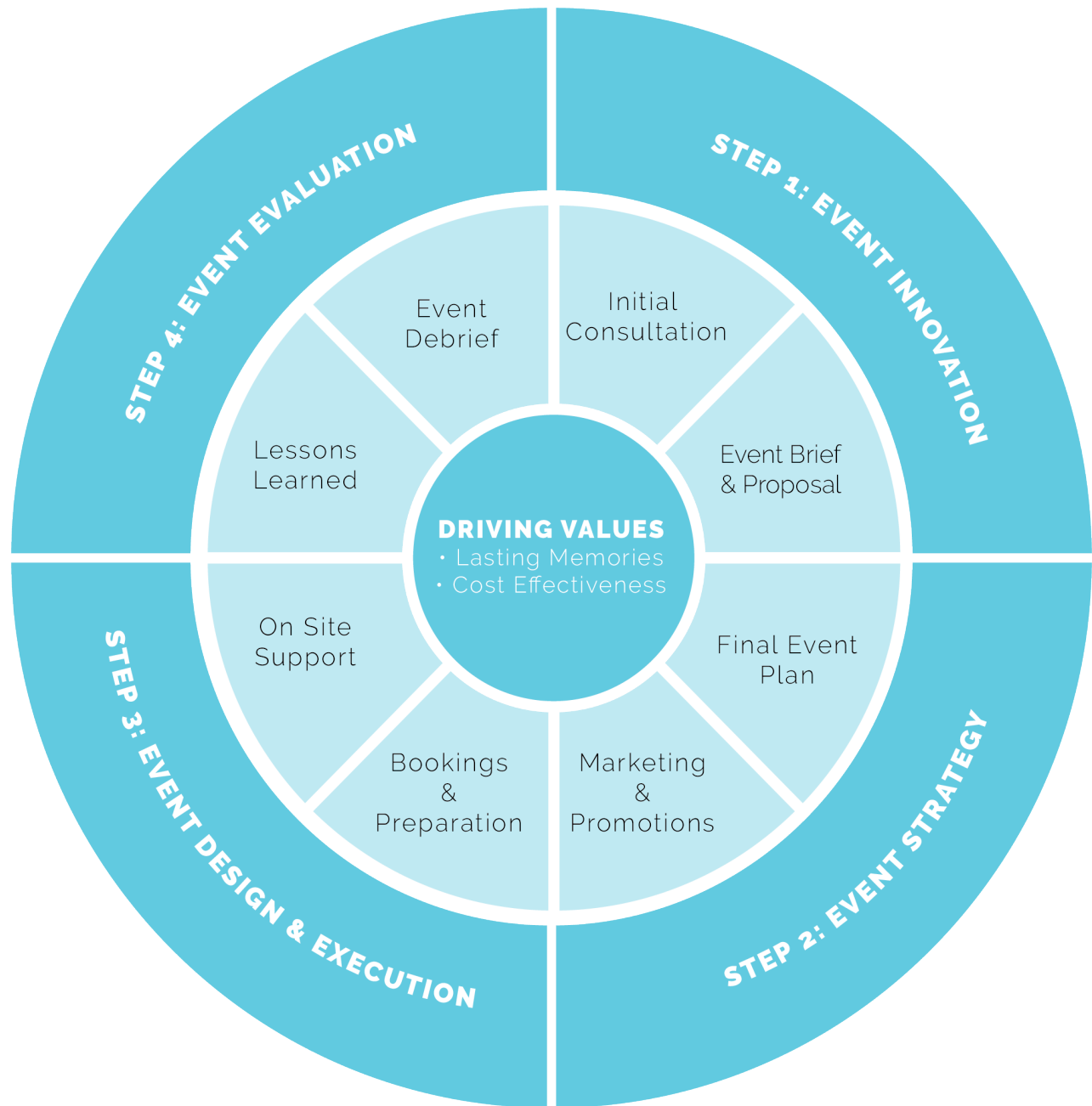




TYCOON EVENT PLANNING & PROMOTIONS
Process & Event Brief Questionnaire

Tycoon's Event Planning Process



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Tycoon's Event Planning Process

STEP 1: EVENT CONSULTATION AND INNOVATION

- A. The **event questionnaire** is provided to the client and is to be completed.
- B. An **initial consultation** with the client (30 minutes – 1 hour) to review the event questionnaire and discuss in further detail.
- C. Based on the initial consultation and support request of Tycoon Events, a **quote** is drafted and provided to the client. The quote will include high level detail based on services required, event needs, and the event planning fee.
- D. If required, a follow up meeting takes place to review the proposal. If all is order, the client **approves the quote**.
- E. Once the quote is approved, a **contract and retainer invoice** is issued to secure our services.
- F. **Before we can begin work**, we must receive the signed contract and retainer payment.

STEP 2: EVENT STRATEGY

- A. From the proposal and any follow up meeting(s) with the client, a final event brief (**the "event plan"**) is created. This document will provide the framework and strategy from which Tycoon Events and the client will work from moving forward. The event brief will also be used as a reflection piece when doing the post-event debrief.
- B. Development of the **event strategy**.
- C. Determine any **additional services** that may be required such as marketing, promotions, etc. If these services are not part of Tycoon's contract, determine who will be responsible for them.

STEP 3: EVENT LEAD UP, EVENT DESIGN AND EXECUTION

- A. Development of the **critical path**.
- B. All event design work, budgets, bookings, coordination of vendors, and **prep for the event**.
- C. Update client and team meetings as required.
- D. Onsite **staffing** support plan created.
- E. **Production schedule** and minute x minute created.
- F. **Event day**.

STEP 4: EVENT WRAP UP AND EVALUATION

- A. Project closure.
- B. **Expenses finalized**. All invoices closed off and paid in full, including any remaining event planning fees to be paid.
- C. **Follow up** with all vendors, performers, entertainers, venue, event staff, etc. to get feedback on the event and what, if any, improvements could be made.
- D. Final meeting with the client to do an **event debrief** based on the client's feedback, to pass along all other feedback gathered, and to review the initial event brief that was created at the onset of the project.
- E. **Lessons learnt** to be applied or considered for the next time the event takes place, should it be re-occurring.
- F. Touch point with the client two to three weeks post-event to see if any further feedback was collected.

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Tycoon's Event Brief Questionnaire

1. FIRST TIMER:

- a. Has the event been done before or is this the first time?
- b. Is it expected that this event take place again?

2. DATES:

- a. What are the date(s) of the event?
- b. Are you flexible with the date(s)?

3. TIMES:

- a. Do you have a tentative start and end time for the event?
- b. Are there other timings to be aware of such as a formal program, presentations, etc.?
- c. What is the format of the event?

4. LOCATION:

- a. Has a venue already been booked?
- b. If so, where is the event being held?
- c. Anything in particular that we should know about the location?

5. BUDGET:

- a. What is the budget for the whole event?
- b. What is the budget for the event planner? Is this included as part of the event budget or as a separate fee?

6. PARTICIPANTS:

- a. How many people are expected to attend the event?
- b. Who is your target audience/demographic for the event?
- c. What would you like participants to remember about their experience?
- d. Is this a free event to attend or will guests be paying a fee?

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7. OUR ROLE:

- a. What services of ours do you require?
- b. Who is managing services such as marketing, promotions, registration, and graphic design?
- c. Have any vendors already been contacted and confirmed? If so, please let us know who they are.

8. YOUR ROLE:

- a. How hands on and involved would you like to be in the process?
- b. Who is our main contact and go to?
- c. How often would you like to be updated?

9. BRANDING, AESTHETICS, AND ENTERTAINMENT:

- a. Are there particular colors or branding elements we should be aware of to include as part of the décor or features?
- b. What feel would you like the event to create for your guests?
- c. Are there any styles you would like us to incorporate into the décor?
- d. What elements would you like to include as part of the event? i.e. live music, roving performers, photo booth, live food stations, games and/or activities, etc.

10. RESULTS:

- a. What would you like to achieve with this event? How will success be measured?
- b. If the event has been done before, what worked well and what didn't? What would you like to see done differently? What would you like to see us keep as part of the event?
- c. How will this event align with your larger goals and benchmarks?

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To us, it really is all in the details!