|  |  |
| --- | --- |
| Department name |  |
| Lead contact name |  |
| Team members |  |
| Project name |  |
| Project duration |  |
| Project location |  |
| Project type (reception dinner, conference, workshop, sporting, food, wellbeing etc) |  |
| What is the number one purpose for this project? |  |
| Who is the intended audience? |  |
| What are your 3 SMART objectives for this project?SpecificMeasurableAchievableRealisticTimebound | 1.2.3. |
| *Fundraising should include an income target* | £ |

|  |  |
| --- | --- |
| What is the outline format for this project? (incl timings if possible) |  |
| Will you require Directors to attend? Any particular individuals? What are their roles? (Speaking/networking/just attending)  |  |
| Will CEO need to attend? What is their role? |  |
| Will you require other VIP guests to attend?Any particular VIPs?What will their role be? |  |
| What is your budget for this project?  |  |
| Does this project have segmented campaigns? If so which campaign/s? and who leads what?  |  |
| How much support will you require from your wider team?Consider: * Venue finding
* Budget setting
* Guest list collation
* RSVP collation
* Collateral design/print
* Venue liaison
* Sourcing speaker/entertainment
* Internal comms/ briefings
* External supplier briefings (eg. AV/Photographer
 |  |