|  |  |
| --- | --- |
| 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?  Specific  Measurable  Achievable  Realistic  Timebound | 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 |  |