

Project overview



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.
<i>Fundraising should include an income target</i>	£

Project overview



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: <ul style="list-style-type: none">• 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	