



## Event Brief Template

<b>Event Title</b>			
<b>Event Date:</b>		<b>Event Time:</b>	
<b>Sponsor Host:</b>	Citi, address location tbc		
<b>Event Capacity:</b>	150 F2F + Virtual Audience		
<b>Executive Sponsors:</b>			
<b>Citi Organisers:</b>			
<b>Visibility Dates:</b>			

Overview	
<b>What is the Content of the Event?</b>	
<b>Who are our Target Audiences?</b>	

What are the Event's Objectives?	
<b>1</b>	
<b>2</b>	
<b>3</b>	
<b>4</b>	
<b>5</b>	



<b>What is the Event Agenda and Running Order?</b>			
<b>#</b>	<b>Time</b>	<b>Content</b>	<b>Speakers and Format</b>
<b>1</b>	TBC	<b>Guest Arrival</b>	N/A
<b>2</b>	TBC	<b>Opening &amp; Welcome Address</b>	N/A
<b>3</b>	TBC	<b>Summary</b>	N/A
<b>4</b>	TBC	<b>Panel Discussion</b>	N/A
<b>5</b>	TBC	<b>Drinks Reception and Networking</b>	N/A
<b>6</b>	TBC	<b>Event Close</b>	N/A

### Event Management and Delegation

<b>Roles and Responsibilities</b>		
<b>Individual</b>	<b>Role</b>	<b>Responsibilities</b>
<b>[Company or Individual]</b>	Organiser/Sponsor/Host	
<b>[Company or Individual]</b>	Organiser/Sponsor/Host	
<b>Panellists</b>	Featured Speakers	