

Checklist event briefing

If you want to prepare for a briefing with our event managers, it is useful to take the following checklist with you.

We don't assume that you have an answer to everything, but feel free to read it so that you get an idea of what we would like to know for a suitable proposal and a stunner of a creative concept.

1. General information

- Company.
- Contact person (name, position, e-mail, telephone number).
- Industry/type of organization.
- Have you organized previous events? If so, a brief explanation.
- Purpose of the collaboration with the event agency.

2. Purpose of the event

- What is the main goal of the event? (for example: relationship management, brand activation, internal motivation, PR, etc.).
- What should the event deliver in concrete terms? (think of leads, involvement, press attention, team spirit, etc.).
- Are there measurable success factors or KPIs?

3. Basic data

- Gewenste datum of datumrange.
- Timetable / global daily schedule.

- Location or region preference.
- Indoor/outdoor/hybrid/online.
- Expected number of guests.
- Type of target group (for example: employees, customers, partners, press).
- Language of the event.

4. Budget

- Available budget (indicative or final).
- Including or excluding VAT?
- Are location, catering, technology, overnight stays included in this budget?

5. Creative and substantive wishes

- Is there already a theme or concept idea?
- Desired look or atmosphere (for example: informal, stylish, innovative).
- Are there any examples or sources of inspiration?
- Is storytelling desirable or should there be a storyline in it?

6. Desired parts

- Speakers, artists or entertainment?
- Catering preferences (for example: food trucks, sit-down dinner, drinks).
- Decoration / styling / branding.
- Interactive components (for example: workshops, demos).
- Technology (light, sound, screens, livestream).
- Photography and/or video registration desired?
- Sustainability aspects (such as circular, CO2 neutral, local suppliers).

7. What should Dutch Standard provide?

- Complete concept and production.
- Only coordination / project management.
- Location advice or permits.
- Event communication (such as invitations, registration).
- Social media / aftermovie / content production.
- Relationship management or ticket sales.

8. Communication & activation

- Does Dutch Standard also provide invitation process or registration?
- Are there corporate identity guidelines available?
- Social media deployment desired?
- Should there be communication to internal target groups?

9. Preconditions & logistics

- Accessibility (for example: wheelchair access, interpreters, etc.).
- Transportation/shuttles/parking.
- Need overnight stays for guests or crew?
- Safety measures or permits required?

10. Other

- Who decides on the final approval of the proposal or offer?
- Deadline for submitting proposal and/or quotation.
- Is it a pitch or a direct assignment?
- Are there other agencies involved?
- No-go's of absolute vereisten?
- Follow-up and cooperation.

- Evaluation desired afterwards?
- Interested in long-term collaboration or multiple events per year?
- Are references or examples of previous projects desired?

We look forward to talking to you, see you soon!

Festive greetings,

Team Dutch Standard