
URBAN GOURMET'S EVENT BRIEF GUIDE – THE FIRST STEP TO SUCCESS

Event Date:

Guest Arrival Time:

Guest Departure Time:

Venue:

Number of Guests:

Why is the event happening?: *Medical Conference Dinner, Launch of new car, Christmas Party, Staff Celebration*

Event Style: *i.e. Cocktail Function/Product Launch/Family Day/Gala Dinner/Working Lunch*

Event Theme: *i.e. None, [Steampunk](#), Glamour, The Wild West, Elegant Cocktail – [or have a look at CCG for an infinity of ideas!](#)*

Formalities?: *i.e. Yes 30 mins welcome and speeches / Yes Awards will be given throughout / No, only a very brief welcome.*

Dress Code: *i.e. Smart Casual, Business Attire, Cocktail, Black Tie*

Type of guests: *i.e. %Male, % Female, age group, industry, do they know each other? VIP's, Government officials or anything that may help your suppliers to make suggestions.*

Food Style: *i.e. 3 Course Seated Dinner, Canapes, Food Stations, BBQ, Street Food.*

AV Requirements: *i.e. Stage with podium, lighting, sound, music*

Beverages: *i.e. Options from caterer please or venue supplying*

Overall look and feel, or guest experience: *i.e. I want guests to be wowed with a true glamorous gala experience – food and wine choices extremely important. Or, the new product being launched is the focus, food to be fresh, simple, economical but service is to be super slick.*

Budget: Giving the budget out to suppliers can feel a little like making an offer on a house or car...always worrying that you're maybe giving something away you didn't need to! If you really don't want to give the budget out, give the supplier the brief and ask for a \$ range which will quickly give you an idea whether they're in your market. Good suppliers will be able to give this to you over the phone immediately on getting the brief. If the range suits then ask them to prepare a formal quote.

Happy Eventing!! And don't forget, we're always here to help with ideas and planning.



Call us on 09 366 3086

info@urbangourmet.co.nz

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