

Event Brief for Agency

Event name
 Campaign Name
 Event ID (MCMP)
 Date(s)
 Business Part Duration
 Planned End Action
 Including MS People
 Activity Owner
 MCM
 Agency

Background			
Event Idea: Why?			
Event Goal: What?			
Event Structure: How?			
Event Agenda: When?			
Category of Event			
Category of Event	<input type="checkbox"/> Conference <input type="checkbox"/> Briefing <input type="checkbox"/> Internal Event	<input type="checkbox"/> Seminar <input type="checkbox"/> Corporate Hospitality	<input type="checkbox"/> Tradeshow <input type="checkbox"/> Public/Analyst Relations Event <input type="checkbox"/> Public Event <input type="checkbox"/> Workshop
Marketing Objective (s)			
Objectives	Primary <input type="checkbox"/> Creating awareness & Changing Perception <input type="checkbox"/> Driving Deployment <input type="checkbox"/> Building Communities & Relationships <input type="checkbox"/> Generating Leads <input type="checkbox"/> Optimizing Opportunities <input type="checkbox"/> Ready Partners		Secondary <input type="checkbox"/> Creating awareness & Changing Perception <input type="checkbox"/> Driving Deployment <input type="checkbox"/> Building Communities & Relationships <input type="checkbox"/> Generating Leads <input type="checkbox"/> Optimizing Opportunities <input type="checkbox"/> Ready Partners
Marketing Audience(s)			
Target groups	Primary <input type="checkbox"/> BDM <input type="checkbox"/> ITDM <input type="checkbox"/> Elites <input type="checkbox"/> Influencers <input type="checkbox"/> Sales&Marketing Representatives		<input type="checkbox"/> Developer <input type="checkbox"/> IT-Pro <input type="checkbox"/> IW <input type="checkbox"/> Internal Microsoft <input type="checkbox"/> Sales&Marketing Representatives
Agency Tasks			
Place (City, Venue)			
Catering			
Equipment			
Registration/Event Team			
Branding			
Info Pack			
Souvenirs			
Translation			
Entertainment			
Others			
Timing Obligations			
Brief Meeting With Agencies			
Event Execution Plan	Within 3 days after Event Brief acceptance		
Questionnaire Form Readiness	Within 1 working day before Event		
100% preparedness of Event	1/0.5 hour before Event		
Final Report	Within 5 working days after Event		
Questionnaires Scanning and Placing on Microsoft's Portal	Within 1 working day after Event		
Agency Evaluation (ensured by MCM)	Within 10 working days after Event		
Service Delivery Check			
Mandatory for Events with Planned EA more than 500			