

Mills Media Group

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EVENT MANAGEMENT & CONFERENCE BRIEF

Company Name:	Main Contact:
Tel No:	Fax No:
Mobile No:	Date:
Address:	
Email address:	
Company website: www.	
Date you require our written proposal and visuals:	

The following briefing question, split into 7 sections, have been written to determine your requirements for the proposed event or conference. Please ring Freephone 0800-137031 to discuss your event in more detail.

SECTION 1 – CONFERENCE, DATES & VENUE

1. What is the name of the event and why is it being held?	
2. Who is attending?	Staff <input type="checkbox"/> Customers <input type="checkbox"/> Public <input type="checkbox"/>
How many delegates will attend?	Invited Guests <input type="checkbox"/> Members <input type="checkbox"/>
	50-100 <input type="checkbox"/> 101-250 <input type="checkbox"/> 251-500 <input type="checkbox"/>
	501-1,000 <input type="checkbox"/> 1,000+ <input type="checkbox"/>
	Please specify the actual number if known <input type="text"/>
Are they travelling from within the UK or abroad?	UK <input type="checkbox"/> Overseas <input type="checkbox"/> Both <input type="checkbox"/>

3. What are the key messages?													
4. What date does the event start?	<input type="text" value="/ /"/> No of days <input type="text"/>												
5. What date does the event finish?	<input type="text" value="/ /"/>												
6. Please specify timings for the daytime?	<table border="0"> <tr> <td>Day 1 Start</td> <td><input type="text"/></td> <td>Day 1 Finish</td> <td><input type="text"/></td> </tr> <tr> <td>Day 2 Start</td> <td><input type="text"/></td> <td>Day 2 Finish</td> <td><input type="text"/></td> </tr> <tr> <td>Day 3 Start</td> <td><input type="text"/></td> <td>Day 3 Finish</td> <td><input type="text"/></td> </tr> </table>	Day 1 Start	<input type="text"/>	Day 1 Finish	<input type="text"/>	Day 2 Start	<input type="text"/>	Day 2 Finish	<input type="text"/>	Day 3 Start	<input type="text"/>	Day 3 Finish	<input type="text"/>
Day 1 Start	<input type="text"/>	Day 1 Finish	<input type="text"/>										
Day 2 Start	<input type="text"/>	Day 2 Finish	<input type="text"/>										
Day 3 Start	<input type="text"/>	Day 3 Finish	<input type="text"/>										
7. Please specify timings for the evening, if applicable?	<table border="0"> <tr> <td>Evening 1 Start</td> <td><input type="text"/></td> <td>Evening 1 Finish</td> <td><input type="text"/></td> </tr> <tr> <td>Evening 2 Start</td> <td><input type="text"/></td> <td>Evening 2 Finish</td> <td><input type="text"/></td> </tr> </table>	Evening 1 Start	<input type="text"/>	Evening 1 Finish	<input type="text"/>	Evening 2 Start	<input type="text"/>	Evening 2 Finish	<input type="text"/>				
Evening 1 Start	<input type="text"/>	Evening 1 Finish	<input type="text"/>										
Evening 2 Start	<input type="text"/>	Evening 2 Finish	<input type="text"/>										
8. Have you booked a venue? If so where & what size?	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Venue Name:</p> <p>Function suite name & size:</p> <p>Contact Name:</p> <p>Telephone:</p>												
9. Have you done a recce?	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>												
10. Have you booked additional time for rigging, rehearsals or de-rig?	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Please supply dates & times</p>												
11. Do you require us to undertake a free venue finding service?	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>												

<p>12. What is your preferred geographical location for the venue? (UK, overseas etc)</p>	<p>1st Preference <input type="text"/></p> <p>2nd Preference <input type="text"/></p> <p>Please provide more details</p>
<p>13. Is there an exhibition or trade show associated with the conference?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please provide more details</p>
<p>14. How do you want the message or theme to be put across on the set?</p> <p>Are there current styles you wish to use?</p> <p>Do you require sponsors logos etc to be featured?</p>	
<p>15. What format do your conferences normally take?</p>	
<p>16. Will this event be repeated on a regular basis?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Quarterly <input type="checkbox"/> Half Yearly <input type="checkbox"/> Annually <input type="checkbox"/></p> <p>Other <input type="checkbox"/></p>

SECTION 2 – EVENT MANAGEMENT

17. Would you like us to run the complete event for you?	Yes <input type="checkbox"/> No <input type="checkbox"/>
18. Do you need a conference website?	Yes <input type="checkbox"/> No <input type="checkbox"/>
19. Do you need a conference overview and booking form?	Yes <input type="checkbox"/> No <input type="checkbox"/>
20. Do you need a conference brochure to compliment the speeches and presentations?	Yes <input type="checkbox"/> No <input type="checkbox"/>
21. Do you wish us to oversee or source any of the following?	Invitations <input type="checkbox"/> Gifts <input type="checkbox"/> Celebrities <input type="checkbox"/> Speakers <input type="checkbox"/> Abstracts <input type="checkbox"/> Speeches <input type="checkbox"/> Presentations <input type="checkbox"/> Event Programme/Brochure <input type="checkbox"/> Transport <input type="checkbox"/> Catering <input type="checkbox"/> Sponsorship <input type="checkbox"/> Team Building <input type="checkbox"/> Partner Programmes <input type="checkbox"/> Delegate Bags <input type="checkbox"/> Audio Visual services <input type="checkbox"/>
22. If there are awards associated with the event do you wish us to oversee or source any of the following ?	Judging <input type="checkbox"/> Nominees <input type="checkbox"/> Finalists <input type="checkbox"/> Awards <input type="checkbox"/> Presents <input type="checkbox"/> Video clips <input type="checkbox"/>
23. Will you need support literature for the event?	Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, please provide more details
24. Will you need delegate packs or folders for the event? Are these to be sponsored?	Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, please provide more details

SECTION 3 – DELEGATES

<p>25. Is the conference fee paying?</p> <p><i>If it is fee paying please provide details on rates; who pays and who attends free?</i></p> <p>Who will be collecting the monies?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Client <input type="checkbox"/> Organiser <input type="checkbox"/> Other <input type="checkbox"/></p>
<p>26. Is conference registration for delegates and visitors required?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>27. Which method of conference registration do you require?</p>	<p>Web <input type="checkbox"/> Email <input type="checkbox"/> Post <input type="checkbox"/></p> <p>Telephone <input type="checkbox"/></p>
<p>28. Do you have a database of prospective delegates?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please provide more details</p>
<p>29. Will partners or colleagues be accompanying the delegates?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please provide more details</p>
<p>30. Do you need delegate accommodation?</p> <p><i>If yes, what type of accommodation is required?</i></p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Please specify numbers <input style="width: 80px; height: 20px;" type="text"/></p> <p>Hotel 5* <input type="checkbox"/> Hotel 4* <input type="checkbox"/> Hotel 3* <input type="checkbox"/></p> <p>Academic <input type="checkbox"/> Other <input type="checkbox"/></p>
<p>31. How many rooms are required?</p>	<p>Singles <input type="checkbox"/> Doubles <input type="checkbox"/></p>
<p>32. Is catering required?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Please specify numbers <input style="width: 80px; height: 20px;" type="text"/></p>
<p>33. Is a formal dinner required?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please provide more details</p>
<p>34. Will delegates need transport to the venue?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>

SECTION 4 – HOSTING & ENTERTAINMENT

<p>35. Do you need a Conference Host or Chairperson?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please provide more details including budget</p>
<p>36. Is there a guest 'internal' speaker?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please provide more details</p>
<p>37. Do you need guest speakers? E.g. Celebrity or industry personalities</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please provide more details including budget</p>
<p>38. Do you require entertainment?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please provide more details including budget</p> <p>Disco <input type="checkbox"/> Live Band <input type="checkbox"/> Comedian <input type="checkbox"/></p> <p>Look-a-likes <input type="checkbox"/> Sound-a-likes <input type="checkbox"/> Magician <input type="checkbox"/></p> <p>Solo Artists <input type="checkbox"/> Live Music <input type="checkbox"/></p> <p>Are they supplying their own PA system?</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>39. Do you need team building, social or sporting activities for the delegates?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please provide more details including budget</p> <p>Indoor <input type="checkbox"/> Outdoor <input type="checkbox"/> Sporting <input type="checkbox"/></p>
<p>40. Do you need partner programmes?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please provide more details</p>
<p>41. Do you need technical visits or trips for delegates?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please provide more details</p>

SECTION 5 – SPEAKERS & PRESENTATIONS

<p>42. How many speakers will there be?</p>	<p>1- 5 <input type="checkbox"/> 5-10 <input type="checkbox"/> Over 10 <input type="checkbox"/></p> <p>Please specify the actual number if known <input type="text"/></p>
<p>43. How many sessions are planned during the event?</p>	<p>1 <input type="checkbox"/> 2-3 <input type="checkbox"/> 4-5 <input type="checkbox"/></p> <p>Please specify the actual number if known <input type="text"/></p>
<p>44. Is there a running order available, showing speakers, planned breaks etc?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Please provide more details</p>
<p>45. What type of speaker presentations will be required?</p>	<p>Powerpoint <input type="checkbox"/> Video <input type="checkbox"/> DVD/CD <input type="checkbox"/></p> <p>Other <input type="checkbox"/></p>
<p>46. Will videos be used at the event?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Which format?</p> <p>DVD <input type="checkbox"/> CD <input type="checkbox"/> MP4 <input type="checkbox"/></p> <p>Quicktime <input type="checkbox"/> MPEG <input type="checkbox"/> AVI <input type="checkbox"/></p> <p>WMF <input type="checkbox"/> Other <input type="checkbox"/></p>
<p>47. How many speeches will there be at the awards or evening functions?</p>	<p>1- 2 <input type="checkbox"/> 3-4 <input type="checkbox"/> 5 + <input type="checkbox"/></p> <p>Please specify the actual number if known <input type="text"/></p>
<p>48. How many awards will there be?</p>	<p>1- 5 <input type="checkbox"/> 6-10 <input type="checkbox"/> 10 + <input type="checkbox"/></p> <p>Please specify the actual number if known <input type="text"/></p>
<p>49. Do you require creative design and help with the presentations or multimedia/video production services?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Please provide more details</p>
<p>50. Would you like a copy of our presentation planning notes to assist you in preparing your presentation?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>

51. What is your preferred room layout for the conference? Please see our "Conference Table & Seating" guide for clarification	Theatre <input type="checkbox"/>	Cabaret <input type="checkbox"/>	Classroom <input type="checkbox"/>
	Boardroom <input type="checkbox"/>	Other <input type="checkbox"/>	
	Evening layout -	Round 8's <input type="checkbox"/>	Round 10's <input type="checkbox"/>
		Round 12's <input type="checkbox"/>	Banquet <input type="checkbox"/>

SECTION 6 – SET, AV EQUIPMENT & FACILITIES

52. What set and stage do you require?	Island Stage <input type="checkbox"/>	Full stage <input type="checkbox"/>	
	Flatwall set <input type="checkbox"/>	Astralite set <input type="checkbox"/>	Themed set <input type="checkbox"/>
	Screen & drape <input type="checkbox"/>		Conference Kit <input type="checkbox"/>
	Lecterns <input type="checkbox"/>	Quantity <input type="text"/>	
	Top Table <input type="checkbox"/>	No of People <input type="text"/>	
	Awards Counter <input type="checkbox"/>		
	No of projection screens 1 <input type="checkbox"/>	2 <input type="checkbox"/>	3+ <input type="checkbox"/>
	Rear Projection <input type="checkbox"/>	Front <input type="checkbox"/>	(dependent on venue)
	Set Logos <input type="checkbox"/>	Set Graphics <input type="checkbox"/>	Gobos <input type="checkbox"/>
	Starcloth <input type="checkbox"/>	Sails <input type="checkbox"/>	Drapes <input type="checkbox"/>
53. What technical equipment do you require for the event?	Data projector <input type="checkbox"/>	Laptops <input type="checkbox"/>	Video Play-in <input type="checkbox"/>
	Plasma Screens <input type="text"/>		
	Live Cameras <input type="checkbox"/>	Remote picture feed <input type="checkbox"/>	
	PA system <input type="checkbox"/>		
	Lectern Mics <input type="checkbox"/>	Top Table Mics <input type="checkbox"/>	
	Handheld Radio Mic (Q&A) - qty <input type="text"/>		
	Neck Tie Radio Mic (lapel) - qty <input type="text"/>		
	Speaker spots <input type="checkbox"/>	Stage wash <input type="checkbox"/>	
	Set uplighters <input type="checkbox"/>	Complex lighting <input type="checkbox"/>	
	Pyrotechnics <input type="checkbox"/>	External lighting <input type="checkbox"/>	
	Cue light <input type="checkbox"/>	Laser pointer <input type="checkbox"/>	
	Follow Spots <input type="checkbox"/>		
	Traffic Lights (for speaker control) <input type="checkbox"/>		

<p>54. Will the presenters require visual aids?</p>	<p>7" Comfort Monitor <input type="checkbox"/> 15" Comfort Monitor <input type="checkbox"/> Autocue <input type="checkbox"/> PC on lectern <input type="checkbox"/></p>
<p>55. What services are required for disabled delegates in keeping with DDA regulations?</p>	<p>Disabled access to stage <input type="checkbox"/> Signing <input type="checkbox"/> Hearing Loops <input type="checkbox"/> Palantypist <input type="checkbox"/> Please list any other specific requirements</p>
<p>56. Do you need the event recording?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/> Audio <input type="checkbox"/> Video <input type="checkbox"/></p>
<p>57. Do you need a highlights video to show at the end of the event?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>58. Do you require PR photography of the event?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>59. Will you require transcripts after the event?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>60. Do you require any other technical services?</p>	<p>Push to Talk Microphone system <input type="checkbox"/> Internet access <input type="checkbox"/> Interactive Voting <input type="checkbox"/> Interactive Texting <input type="checkbox"/> Language Translation <input type="checkbox"/> - Please specify the languages; Live video links <input type="checkbox"/> (via cable to exhibition or reception area) Live video links <input type="checkbox"/> (via satellite or broadband) Web streaming <input type="checkbox"/> Video conferencing <input type="checkbox"/> (via satellite or broadband) Diary Room <input type="checkbox"/> Internet Café <input type="checkbox"/> Please list any other specific requirements</p>

<p>61. Will workshops or breakout rooms be required for the delegates?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>How many rooms do you need? <input type="text"/></p> <p>How many delegates need to be in each group? <input type="text"/></p> <p>What equipment is required?</p> <p>Data Projector <input type="checkbox"/> Laptops <input type="checkbox"/> Flip chart <input type="checkbox"/></p> <p>Screen <input type="checkbox"/> Lectern <input type="checkbox"/> OHP <input type="checkbox"/></p> <p>Video play-in <input type="checkbox"/> PA System <input type="checkbox"/> Other <input type="checkbox"/></p>
<p>62. Is there a live summary session at the end of the event?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>63. Do you require equipment for any displays or reception area?</p>	<p>Poster Boards <input type="checkbox"/> Reception Counters <input type="checkbox"/></p> <p>Shell Schemes <input type="checkbox"/> Lighting & Electrics <input type="checkbox"/></p> <p>Plasma Screen <input type="checkbox"/> Other <input type="checkbox"/></p>

SECTION 7 – BUDGET & OTHER INFORMATION

<p>64. What is your budget?</p> <p><i>What does it allow for?</i></p>	<p>Under 5K <input type="checkbox"/> 5-10K <input type="checkbox"/> 10-25K <input type="checkbox"/></p> <p>25 - 50K <input type="checkbox"/> 50K + <input type="checkbox"/></p> <p>Please specify your budget <input type="text" value="£"/></p> <p>Complete conference <input type="checkbox"/></p> <p>Event Management <input type="checkbox"/> Staging & AV <input type="checkbox"/></p>
<p>65. Is there any further information to assist us in the preparation of a detailed proposal and quote for your event? E.g. Video footage, pictures of previous events, company literature etc.</p>	
<p>66. Please give an alternative point of contact in case of holidays or absence?</p>	<p>Alternative Contact Name: _____ Phone no: _____</p> <p>Email address: _____ Mobile: _____</p>