

EDGE HIRE – EVENT BRIEF

Thank you for considering Edge Hire to support you in your upcoming event. Please complete the information below and return to us so we can better understand your requirements.

Client	
Main Contact Info	Name: Phone: Email:
Event Name	
Event Date / Time	
Venue (Access time for pack in)	
Main purpose of event	
Key Messages	
Theme (if known)	
Target Audience	
Number of Guests	
Key Timeline Dates (e.g. estimate required from Edge...)	
Edge Hire Budget for event	\$
Event Format/Timing (draft agenda etc)	(or attach copy)
Background Information (past formats, schedules, learnings)	
Suppliers/Partners/Other Agencies	
Media (eg power points, photos, videos)	
Onsite inductions	

Other Services if Required

- Format review (reviewing your own format)
- Floor plan sketch to help you visualise the layout of the room / look and feel
- Theming ideas to work with your event
- Logo for event (design based on client's brief)
- AV & Technical Design and Tendering (All technical, staging, audio & lighting requirements, including transport, crew and labour for set up, operating and pack down)
- Event fit-out and theming (location theming – pre show, main area, event collateral)
- Talent sourcing & negotiation (MC, band, other entertainment)
- Event Media – filming (cameras, editing, final output)
- Event media – photography
- Venue hire (locating venue, negotiating contracts and inclusions)
- Food & Beverages (vendor tendering & co-ordination)
- Management of all suppliers and tendering process
- Attendance at WIPs with your internal project lead (or phone WIPs)

Any other Considerations or Specific Requirements you would like us to be aware of: