

Virtual Event Brief

Date: ____ / ____ / ____

The below virtual event brief should be completed by the event lead/project manager—person organizing the event—and included with the event job ticket to kick-off the event planning process with MarCom. Please allow 24 hours for confirmation on your event brief submission.

Event Lead/Project Manager completing brief: _____

Event Account Name and Number (as it appears in Andar): _____

Event Title (as it should appear in all articles and event page):

Confirmed event date and time: _____

Is your event occurring via Zoom? ☐ YES ☐ NO

Meeting ID: _____

Password: _____

One Tap Mobile: _____

Maximum registrations allowed to participate in virtual event: _____

Is a ticket cost associated with the event? ☐ YES ☐ NO

Please note all events with ticket costs will need to include the operations team to set-up event occurrence, envelope, etc. Additional time may be needed for setup.

Is registration open to the public? ☐ YES ☐ NO

Should an event page be created on LIVEUNITEDchicago.org? ☐ YES ☐ NO

Does a recording of the event need to be posted on YouTube for a thank you email? ☐ YES ☐ NO

Please list any sponsors associated with event:

Please note all sponsor logos will need to be submitted in a hi-res EPS or JPEG format and will need to be submitted prior to invite deployment.

Provide criteria for creating invitation list (e.g. board, cabinet, campaign leaders, etc.):

Project lead should coordinate invite list criteria with the donor ops team.

Please select the communications that will need to be created.

Please note that the event lead/project manager should provide direction for content to be included in communications. MarCom will finalize content, build, and deploy emails.

- ☐ Email invitation
- ☐ PDF invitation
- ☐ Reminder email
- ☐ See you tomorrow (1-day prior to event)
- ☐ Thank you email (1-day post event)

Will Social Media support be needed? ☐ YES ☐ NO

Is a member of Senior Team expected to attend? ☐ YES ☐ NO

If yes, the Senior Team briefing document must be completed.

Please identify dates and times within the next week that you, (Event Lead/Project Manager), is available for a kickoff meeting with the Event Manager?

1. _____ 2. _____ 3. _____