DARE

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The brief template: 10 questions to ask yourself before calling an events agency

The 10 questions behind a good brief: why, for whom, when, where, what budget, what guests should remember, the highlight, the constraints, who decides and how to measure success. With an example of a good answer for each. Free, as a PDF to fill in.

A good brief fits on one page. It saves three weeks of back-and-forth, and it forces you to clarify what you actually want before talking budget and venues. Take 20 minutes, answer every question even briefly, and write "not sure yet" when that is the case: it is a useful answer, and we will turn it into a starting question.

This template works for every format: product launch, brand event, company party for your own employees, seminar, press trip, dinner.

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1. Why are you organizing this event?

Why it matters. An event with no single objective becomes an event that pleases everyone and moves no one. The objective decides the venue, the format, the tone and what you will measure afterwards.

Example of a good answer. "Launch our new fragrance to 80 journalists and content creators, and get at least 30 posts within 7 days." Or: "Thank our 250 employees after a year of reorganization and make them want to start January together."

Your answer: _____

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2. Who is it for?

Why it matters. The audience changes everything: a client gala dinner is not built like a party for employees or a press launch. You need the guest count, but also who these people are and what they expect.

Example of a good answer. "120 guests: 60 beauty journalists, 40 VIP clients, 20 team members. Many travel from outside Paris, most already know the brand, and nobody wants a 20-minute speech."

Your answer: _____

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3. When, and how flexible are you?

Why it matters. The date often comes first, yet it depends on venue and supplier availability. A fixed date and an "ideal but flexible" date are not prepared the same way, and busy periods (year-end, fashion weeks, Cannes in May) narrow the options fast.

Example of a good answer. "Ideal date: Thursday, March 4. Possible between March 2 and 12, weekdays only. Impossible the week of the 15th (trade show). Setup the day before."

Your answer: _____

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4. Where?

Why it matters. The city, the type of venue (private mansion, workshop, rooftop, villa, pop-up space) and access (public transport, valet, international guests) shape the atmosphere as much as the budget. Saying what you do not want is as valuable as saying what you do.

Example of a good answer. "Paris, right bank, walkable from a train station. A venue with character, not a standard hotel room, with a courtyard or rooftop for the welcome. We did a loft last year and do not want to repeat it."

Your answer: _____

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5. What is the budget, and what does it include?

Why it matters. A clear envelope lets us propose a realistic concept from the first conversation, instead of pitching an idea you cannot fund. Specify what is included (venue, catering, technical, set design, hosts, agency fees, communication) and whether the amount is before or after tax. No budget is too small to discuss.

Example of a good answer. "Overall envelope approved by management, tax included, everything included except guest travel. A 10% margin is set aside for the unexpected. The budget is firm: we would rather have a tighter concept than an overrun."

Your answer: _____

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6. What should guests remember the next day?

Why it matters. This is the red thread question. A successful event can be summed up in one sentence that guests repeat. If you cannot put it into words, the agency cannot build on it, and every idea in the programme goes its own way.

Example of a good answer. "That this brand is Parisian, funny and precise about detail. One sentence: 'it felt like walking into a late-night grocery store that exists only for us.'"

Your answer: _____

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7. What running order do you imagine, and what is the key moment?

Why it matters. An event is a sequence of moments: arrival, welcome, highlight, dinner, official part, end of the night. Knowing what you picture (or definitely do not want) avoids off-target proposals. And you need one key moment, just one, around which everything is organized.

Example of a good answer. "Welcome at 6:30 pm, 45 minutes of free discovery, a speech of 5 minutes maximum, seated dinner at 8:30 pm, then dance floor. Key moment: the collection reveal at 8 pm. No awards, no slideshow."

Your answer: _____

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8. Which constraints should we know from the start?

Why it matters. These are the ones that cost the most when they appear late: a strict brand charter, legal approvals, guests with reduced mobility, dietary requirements, guests who do not drink alcohol, security, imposed end times, CSR policy, confidentiality before a launch.

Example of a good answer. "Product under embargo until D-day. About 15% of guests vegetarian or gluten-free, two people in wheelchairs. Non-alcoholic offer as carefully designed as the rest. Ends at midnight at the latest. The logo must be approved by our legal team within 5 days."

Your answer: _____

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9. Who decides, and how fast?

Why it matters. The main delay in any project is approval. You need to know who signs, who must give an opinion (communications, HR, management, legal, procurement) and how long each step takes. It avoids redoing a proposal because a key person was not consulted.

Example of a good answer. "The communications director decides, with sign-off from general management. Procurement steps in above a certain amount. We can approve a concept within 5 working days and a budget within 10."

Your answer: _____

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10. How will you know it worked?

Why it matters. Without a success criterion, an event is judged on the feeling of the night itself. With one, we can build accordingly: for press, coverage; for teams, morale and a keepsake; for clients, meetings booked after the evening. Think about the day after too: what remains, what is filmed, what is given away.

Example of a good answer. "30 posts from invited press, 15 sales meetings booked within the month, and a 90-second film we can use on our channels. For teams: a keepsake handed to every employee on the way out."

Your answer: _____

Send us your brief

Is your brief incomplete, approximate, half filled in? Send it as it is. We reply within 24 hours.

If you would rather talk it through, we offer a 15-minute call: we go over your answers together, spot what is missing and what could be dared.

You dare us, we did it.

Dare-Dare, events agency agence-dare-dare.fr

An event in mind?

Write to us: contact@agence-dare-dare.fr · +33 6 81 96 93 62 · agence-dare-dare.fr. Reply within 24 hours.