Module 1 workshop: plan a 40-person birthday on paper

01 · Foundations · about 18 minutes

Apply the lifecycle, the terms and the tools to a small real event. You will produce a one-page brief, a budget envelope and a draft run of show.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Produce a one-page event brief

2. Set a budget envelope with contingency

3. Draft a run of show with one owner per cue

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

A contingency line is typically

The first thing to write in a brief is

Answers are on the lesson page after you take the quiz.

One line to remember