Writing the creative brief

02 · Discovery & Concept · about 12 minutes

One page that tells every vendor what the event feels like, who it is for and what cannot be compromised. The brief is the document that stops a florist and a DJ from designing two different events.

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. Write a one-page creative brief

2. Choose a theme or format that serves the goal

3. Set non-negotiables and nice-to-haves

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

The creative brief should be

Non-negotiables in a brief are

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

One line to remember