Writing the performer brief

· about 10 minutes

Audience, message, timing, do-not-mention list, and the MC intro.

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. Apply this lesson to your own event

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

One line to remember