



Brief for: Event data capture for XYZ event

Date:

Prepared by:

Objective of the event
Messaging for the event:
Date of event:
Which data source to use? Wimo, Alf, LinkedIn etc)
Target audience seniority:
Owner/Founder C-suite Directors Senior Managers Executives
Job functionality:
Business Development Digital product owners Finance HR Marketing Operations Organisational development Product/Program Management RND
Sector: (highlight to include and highlight in red to avoid)
Agricultural/Gardening & Petcare Automotive Business & Industrial Charities Clothing Confectionery Cosmetics & Toiletries Drink Education & Vocational Entertainment & Leisure Finance Food Gaming Government/social/political Home appliances Home improvement



Household Furnishings Household Supplies Internet Leisure products Luxury goods Mail order retail Medical Office & Home computing Pharmaceutical Property Publishing & Media Retail services Retail stores Sport Telecommunications Tobacco Travel Other (please specify):
Location: (e.g certain radius of London)
Minimum spend or turnover:
Number of employees:
0 – 50 50 – 100 100 – 200 200 – 500 500 – 750 750 – 1000 1000 – 2000 2000 – 5000 5000 – 10000 10000+
Any sectors/brands to avoid?
Reference materials (if applicable e.g previously sent to similar group):