

key information							
goals	<input type="checkbox"/> brand awareness	<input type="checkbox"/> product launch	<input type="checkbox"/> reach audience	<input type="checkbox"/> integration team building	<input type="checkbox"/> attract investors	<input type="checkbox"/> product placement	other:
type of event	<input type="checkbox"/> conference congress	<input type="checkbox"/> trade show	<input type="checkbox"/> business meeting	<input type="checkbox"/> sport event	<input type="checkbox"/> incentive travel	<input type="checkbox"/> promotional event	other:
preferred venue	<input type="checkbox"/> congress centre	<input type="checkbox"/> concert hall	<input type="checkbox"/> expo trade fairs	<input type="checkbox"/> restaurant hotel	<input type="checkbox"/> sport venue	<input type="checkbox"/> open air	other:
estimated number of participants	<input type="checkbox"/> < 50	<input type="checkbox"/> 50-250	<input type="checkbox"/> 250-1000	<input type="checkbox"/> 1000-2000	<input type="checkbox"/> 2000-5000	<input type="checkbox"/> > 5000	exact:
planned date or time period							for example: summer, March or 1st of June
preferred localisation or region							for example: Krakow, Poland, Europe or CEE
type of company or industry							for example: IT, FMCG, automotive
target group							for example: business, teenagers, tourists
creative line							for example: insights, big idea, key visual
communication or PR support							for example: TV, radio, press, internet, social media, OOH
benchmarks							for example: previous edition, competitive events

additional information

standard of accommodation		for example: 5-star hotels
catering		for example: buffet, European cuisine
programme essentials		for example: highlight artist, keynote speaker from political sphere
transports		for example: arrival and departure, taxi
registration		for example: open, ticket sales, registration system
VIP's		for example: special sector for 20 government representatives
additional services		for example: translator, consierge, photo/video services, guide
additional events		for example: gala dinner, sightseeing tour, after party
planned gifts		for example: prizes, conference packs, gadgets
estimated budget		if known

others