

Corporate Event Proposal Outline Template

1. EXECUTIVE SUMMARY

(Brief overview of the event proposal, key objectives, and summary of recommendations.)

2. EVENT OVERVIEW

- **Event Name:**
- **Date & Time:**
- **Location/Venue:**
- **Expected Attendance:**
- **Event Type:** (e.g., conference, seminar, gala dinner, team-building)

3. OBJECTIVES

- Primary goals and expected outcomes
- Alignment with company strategy/values

4. TARGET AUDIENCE

- Demographics
- Special guests/Key stakeholders

5. EVENT PROGRAM & ACTIVITIES

1. Agenda/Timeline
2. Keynotes/Speakers/Presenters
3. Entertainment/Engagement activities
4. Breakout sessions/Workshops

6. BUDGET OVERVIEW

- Estimated costs (venue, catering, technology, marketing, etc.)
- Sponsorships/Revenue projections (if applicable)

7. LOGISTICS & OPERATIONS

- Venue details & layout
- Transportation & Accommodation
- Health & Safety considerations
- Staffing requirements

8. MARKETING & COMMUNICATION PLAN

- Pre-event communications
- Promotional strategies

- On-site branding/Signage
- Post-event follow-up

9. RISK MANAGEMENT

- Potential risks & mitigation strategies
- Contingency plans

10. MEASUREMENT & EVALUATION

- Success metrics
- Feedback collection methods
- Reporting & analysis

11. CONCLUSION & NEXT STEPS

(Summary of the proposal and proposed action items or approval processes.)