

**EVENT
DEVELOPMENT
QUESTIONNAIRE**

*Event/Project/Program Name: _____ *Date: _____

*Requestor: _____

*Requestor's Dept./Business Unit: _____

*Preliminary Budget: _____

Market Environment/Competition: (Challenges/Opportunities) _____

Planned Mail/Placement Date/s: (Mail drops, Banners/Ads placed) _____

***Target Audience:** (Be as specific as possible) _____

Overall Marketing Objectives: _____

***Program Objective/s:** _____

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Strategy/Tactical Plan: _____

***Key Benefits/Features Of Solution/Product/Service:** _____

Additional Message/s To Be Communicated: _____

Offer: _____

Response Channels: _____

Special Comments: _____