

One-page event brief

Confirm the smallest version you can deliver well before announcing it.

Audience / event promise / format

Venue / local date / start / finish / age or booking terms

Host / shift lead / backup / contact

Arrival point / solo and late arrival plan

Usable capacity / supplies / sound / accessibility needs

Fee / inclusions / cancellation terms / spending authority

Promotion channels / correction owner / next confirmed date

Run of show and four-date pilot

Use dates in the venue's local calendar. Confirm holidays, staffing and partner availability.

☐ **30 minutes before**

Check equipment, seating, menu availability, supplies and the arrival plan.

☐ **15 minutes before**

Open the welcome point and help people find where to order and sit.

☐ **Start and first block**

Explain timing, rules, breaks and late arrival. Watch for people who cannot join.

☐ **Break and finish**

Make room for orders. Invite the next visit. Keep the promised finish time.

☐ **Afterward**

Clean up. Record attendance, expenses and observations with the shift lead.

Date 1: establish baseline / date / host

Date 2: fix arrival issue / date / host

Date 3: test one change / date / host

Date 4: review and decide / date / host

Event economics and debrief

Compare the event with an ordinary comparable period. Attendance and reservations are different counts.

Guests / first-time guests voluntarily identified / service issues

Net event-period sales / product and payment costs / contribution

Ordinary-period contribution / evidence dates

Extra host, labor, supplies, prizes and promotion costs

Incremental result = event-period contribution - ordinary-period contribution - extra event costs. Example: \$400 - \$180 - \$160 = \$60. Do not subtract ordinary labor twice.

Return-visit observation window / known returns / unknowns

Keep, change, pause or stop / evidence / next owner and date
