

The Art of Briefing an Event Professional in a Single Concise Brief

A well-structured brief is the starting point of a brilliant party. It separates a coordinator who exceeds your expectations and one who produces something different.

Too many parents send incomplete information like "Just make it special" and are confused about what the specialist produced isn't what they wanted. This creates a misaligned result and wasted time.



Here's how to communicate everything in a single communication that tells the coordinator precisely what you want.

The Essential Elements

An effective brief should include certain key areas.

The birthday child—who, how old, and what they love. Begin with the star of the show—the child being celebrated. Inform the coordinator who they are, how old they are, what they're like.

What do they love? What do they like doing? What's their social circle like? The better you describe the child, the better the coordinator can make it all about them.

The vision—how you imagine the celebration. Sketch the concept the feeling you're going for.

What style? What kind of activities? What food? <https://kollysphere.com/birthday-party-planner/> What should people experience when they walk in? Don't hold back—the clearer the picture your professional has.

The practicalities—the basics. When is the party? What's the location? How many guests?

What's the budget range? Be up front so the professional can work with it. Understand that quality costs money.

What you really don't want—this guides what to avoid. If there are things you'd hate or if there are certain activities you dislike, include it.

Structure and Format

Now that you have the elements, here's the format to use.

Use headings so the coordinator can access the details they need. Put the most important information first—the date, the budget, and the child's age.



Be clear but don't omit what matters. Wrap up with how to reach you and your availability.

A Template to Follow

Here's a real-world example:

" Hi|Hello|Good morning|Dear team, we'd like to book your services for our child's birthday."

" Her name is Maya and she's turning 5|and he's turning 7|and she'll be 4|and he's turning 6. He loves dinosaurs, building things, and being active. He's a little shy but loves being with his friends."

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" We're looking at August 10th, from 2-5 PM|from 11 AM-2 PM|from 3-6 PM|from 1-4 PM, at our home in Subang Jaya|at the community hall in PJ|at the park in KL|at the venue we've booked in Bangsar. We're anticipating about 18 guests."

" We have a budget of around RM 3,000. We'd like something active and engaging with lots of activities|with plenty of things to do|with interactive elements|that keeps everyone busy."

" We'd prefer to avoid traditional party games. We want lots of activities for the kids."

" We'd love to chat further? Can't wait to chat."

That's everything. Clear, concise, and comprehensive—one brief that covers all the essentials.