Leverage COPA’s event brief example template and customize it for your next Discover Aviation event. An event brief serves as a map, of sorts, charting the course for you and your COPA Flight from point A (at the very beginning of your event planning journey) to point B (a successful event).   
  
By using an event brief, your COPA Flight will ensure all the moving pieces fall into place without any surprises.

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| Event Brief | |
| Overview and Key Event Information | |
| This section contains the most crucial information about your event so everyone can be on the same page — and your pilots don’t inadvertently get their aircraft ready for the week after your event ends.  Note: COPA’s Discover Aviation introductory flights are open to any individual 8 years of age and older. Consider determining who these flights are directly targeted towards. Consider age, gender, group (e.g., school, veteran, community group) in your planning. | Common examples of key event info include:   * Event title: “Discover Aviation Day with COPA Flight xx” * Event date(s): Insert date(s) here * Event rain date(s): Insert date(s) here * Event time(s): Insert time(s) here * Event run time: X Hours, days, week(s) * Event attendees: Public or private group * Event location: Insert airport code and coordinates here * Event management platform: Include link and login instructions for team (e.g., Eventbrite, Kambeo, Jeff Page’s custom tool for COPA Flights) * Event description: Add your event’s description here. * Event website/registration link: Place your event website here. |
| Main Event Resources | |
| Help keep your COPA Flight on the same page during the event planning journey. The main resources section of the event brief can help you stay aligned.Be sure to provide your team with all the shared documents, files, and folders core to planning and executing your event (and don’t forget to set the proper viewing and editing permissions for each). Consider using Dropbox or Google Drive for file storage. | Common examples of shared folders, files, and documents include:   * Event plan and key milestones * Static display plan * Certificate of Insurance * Budget spreadsheet * Run-of-show document * Communications plan * Design asset folder * Event landing page and registration reports |
| Purpose | |
| No one runs an event for no reason — because why would anyone put their blood, sweat, and tears into bringing amazing experiences to life without one in mind? In this section, outline your overall purpose for running your Discover Aviation event on paper by summarizing “the why” behind it and documenting the outcome(s) you want to achieve, as a result. | Common purpose-driven outcomes and examples include:   * Driving awareness for COPA/your COPA Flight * Attracting potential members to your COPA Flight * Deepening existing relationships with your local flying community * Demonstrating the value of your airport with the community * Fostering community for the association * Increasing COPA Flight member engagement * Exposing specific groups (e.g., young people, military, women) to aviation |
| Goals | |
| How will your event move the needle for your COPA Flight? Once you’ve tackled your purpose, use this section to determine the specific quantitative goals or targets you are setting out to achieve with your event. That way you can showcase the value of the event you’ll work hard to create. | Common examples of event goals include:   * $X of profit or revenue from sponsorships * X% increase in COPA Flight member engagement levels * X% increase in social media followers, website visitors, or the like * X number of passengers/co-pilots for your event * X number of attendees for your event |
| Budget | |
| Planning and hosting amazing events come with a price tag, so get ahead of the game by creating an event budget — because there’s nothing worse than running out of cash or overspending. In this section, include your event budget to keep you and your COPA Flight on track with your detailed expenses (and revenue streams, if that’s part of the plan). Ensure folks on your event planning team have easy access to update line items along the way — so you never have to worry whether you are staying on-track and on-budget at any point throughout the planning process. | Common details for an event budget include:   * Item name: Be as clear and accurate as possible. * Description: Include a summary of only the most important details that all teammates will need to know. * Projected total: Conduct the necessary research to get an accurate estimate for each item. Remember to include taxes, shipping, and any related fees. * Actual total: Leave this column blank until you begin spending. Where possible, link to digital receipt files to streamline accounting later on. * Difference: Calculate the difference between the projected and actual cost of each item. This information will help you accurately estimate your next event budget. |

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| Team Roles and Responsibilities | |
| Use this section to align the team from the beginning of the process and establish each member’s key roles & responsibilities for your event, as well as key stakeholders to be involved in the planning, production, or promotional process. | Common volunteer positions include:   * Event date volunteers: event lead, volunteer pilots, ground crew volunteers, emcees, registration/check-in, food and beverage leads, speaker liaison(s), sponsor coordinator, and more   Stakeholder examples:   * Airport/aerodrome manager * FBO staff * Air Cadets |
| Entertainment | |
| Use this section of the brief to outline and track your list of planned entertainment activities and the logistics and/or overall involvement in the event. You’ll want to get started on this planning as soon as possible to secure the entertainment activity. | Common examples of Discover Aviation events include:   * Speakers * Static Displays * Bounce Castles/Face Painting * Display Booths * Drone demonstrations * Drone racing * Car displays |
| Agenda | |
| Your agenda serves as your teams and your attendees’ compass to navigate through each section of your event with ease and clarity — if your compass is broken, everyone ends up lost. And for events, this is something to be avoided at all costs. So, in this section, begin outlining your agenda for each day your event will take place. | Common agenda outlines include:   * Run-of-show items like start/end times, duration * Sessions/activities * Breaks   Example: |
| Promotion | |
| Be sure to register your event with COPA National to receive your Certificate of Insurance and for the event to be added to our event listings page. | Examples of promotion   * Email to local schools * Email to local businesses * Social media * Newspaper article or radio PSA |

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| Logistics and Experience | |
| Events are highly involved efforts with many steps, activities, and items to manage and track, even more so depending on their format and level of complexity. So, how can you wrangle all of these moving pieces without losing your sanity? In this section of your brief, start by detailing all of the logistics of your event and attendee experience. Once those are down on paper, be sure to add in status tracking for each item. That way, you can ensure nothing accidentally slips through the cracks and ensure that the aviation experience is one to remember. | Consider the following logistics common to most types of events:   * Passenger pre-event registration * Static display coordination * Check-in/registration/flight briefing * Flight schedule * Emergency and security planning * Passenger certificates (supplied by COPA) * Volunteer items (in some cases, COPA will supply these) * Food and beverage catering * Swag/contests/giveaways * Exhibitors/sponsors * Printed materials and signage * Equipment rentals and electricity * Music |
| A/V (Audio/Visual) | |
| Are you planning on recording videos, or capturing photography at your event? Use this section to outline what needs to occur for A/V success, what physical settings you want captured. | Common examples of A/V considerations include:   * Audio/Visual needs * A/V partner * Deliverables * Equipment rentals * Focus areas to capture * RTMP/Live streaming (if desired) |
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Check out the following other helpful resources:

* Discover Aviation event checklist
* Discover Aviation event certificate form
* Pilot checklist
* Sponsor outreach letter (template)

Interested in more expert advice to make your events even more successful? Contact COPA at [communications@copanational.org](mailto:communications@copanational.org).