

Cater and Create Event Brief

NAME _____ DATE _____ PERIOD _____

Cater and Create companion

Complete the design in *Find Your Future* pp. 119-120. Use this companion only for evidence the workbook does not collect. Use a fictional client; no real contact or payment information.

Event: ☐ After Dark at the Zoo ☐ Skateboarding Showcase ☐ Read-A-Thon ☐ Local festival ☐ Other:

Feeling: ☐ Calm/elegant ☐ Bright/energetic ☐ Cozy/warm ☐ Bold/creative ☐ Other: _____

Client or audience: _____

One limit involving time, budget, staffing, space, allergies, accessibility, or weather:

BUSINESS CHECK

What complete service would this owner sell, not just the food?

Client test and revision

Check: ☐ connected experience ☐ fits client ☐ works within limit ☐ no real personal information

Strength: _____

Workable change: _____

Revision I made in the workbook:

Why a client might pay for this complete experience. Name one design detail and one business responsibility.

Frame: A client might pay because . **The** supports the feeling, while the owner must .

Words: client = customer who hires the business · limit = condition the plan must meet · service = work for a client