



Website Design *brief*

Provide as much information as possible to help us get your website design spot-on, first time.

Event Details

EVENT NAME

DATES

OPENING TIMES

LOCATION

Event Strapline

If your show does not have a strapline, please describe the event in a single sentence.

What makes your event unique?

Tell us why visitors should attend and why exhibitors should book a stand.

The Website



What is your **current website** and what do you like/dislike about it?

What **websites do you like** the look of and what aspects do you like? (Please include links)

Who (if any) do you consider your **competitors**? What do you like/dislike about their websites?

Excluding encouraging visitors and exhibitors to register, are there any other **aims** for your website?

Your Brand & Content



Who is your **target demographic**? (Include age, interests, profession etc.)

Do you have any **brand guidelines**?

YES



NO



IF YES, PLEASE MAKE SURE YOU EMAIL US YOUR GUIDELINES AND LOGOS (PLEASE SEND LOGOS IN VECTOR OR HIGH RESOLUTION)

Please tell us about any **fonts** you use, or **colour** references below.

What is your intended **menu structure / top level navigation** for the site?

Please let us know what content is important to display on the home page. Please provide any **images / text** you wish to include.

Have you emailed us the following?

BRAND GUIDELINES



LOGOS



TEXT



IMAGES

