

2014-2015 Event Form

AE Name:	Name: Extension: x
Client & Agency:	Client: Agency:
Dates of Campaign:	
Dates/Times of News Suggested:	
Contact Person: (Setup interviews, in-studio appearances, etc.)	Name: Phone: Email:
Talent Request:	
Where does talent need to be: (address of event)	
Client Goal:	
Client Needs/Wants:	
Is the deal finalized or pending?	Finalized: Pending:
Is there a web component? Ads? Internet Revenue?	Yes: Revenue: Digital elements:
Contest? FB/Web money?	FB page hosting contest: Dollar amount: Prize:
Is web IO entered? OSI Order #	Yes: OSI Order:
Contest information submitted to Jenna? Rules guidelines to Jenna?	**All information must be submitted TWO WEEKS prior to start date** Dates of contest:
Revenue attached to event	
Revenue amount this year vs. last year	Last year dollar amount: Last year share: This year dollar amount: Last year share:
Additional Comments: -event history/information -segment topic ideas -contest information	