birna mäyrä Briefing DOC

Requestor: (You)

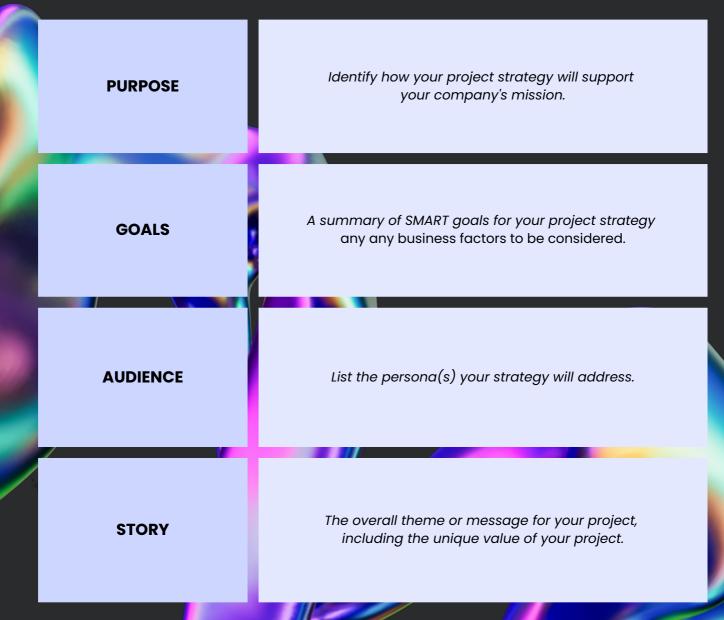
POC Name: Company Website: Email: Mobile:

Project Details: (Client)

Project Title: Client Name: Project Location: Project Dates: Est. # of Pax: Project Type:

Request Date:

Please complete this document on .pdf and return to birnamayra@gmail.com



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CURRENT SITUATION	What is the current mindset of the audience?
DESIRED OUTCOME	What would you like their mindset / perception to be at the end of this project.
KEY MESSAGES	Provide any key messages or value propositions that must be included.
SUPPORTING FACTS	Are there any facts that need to be considered to improve credibility?
CALL TO ACTION	If this is a promotion, what specific action are you asking the audience to take?
SPECIFICATIONS	In what format would you like this to be delivered? List a defined specification of the deliverable, such as size, format, language, finishing, quantity/quality of renders, etc.
SUBMISSION REQUIREMENTS	In what format would you like this to be delivered? Size, binding, paper type, colours, branding, etc.

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TEAM	List the project leader, contributors, creators and other key stakeholders.
BUDGET	Outline the business model or expenses for this project and when expenses are expected.
TIMEFRAME	Specify key dates and deadlines for deliverables. Also include any timeframe for evaluating the metrics of this project.
MANDATORIES / LIMITATIONS	Highlight any key considerations that must be included, eliminated or mitigated to deliver this project.
COMMENTS	 Please do not forget to attach and include: Briefing Document Location pictures or satellite GPS Corporate Brand Guidelines Event Brand Guidelines Corporate Brochure Autocads / Floor plans Any other key important information or documents you would like to attach for reference.