

birna mäyrä

BRIEFING DOC

Requestor: (You)

POC Name:

Company Website:

Email:

Mobile:

Request Date:

Project Details: (Client)

Project Title:

Client Name:

Project Location:

Project Dates:

Est. # of Pax:

Project Type:

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

PURPOSE

Identify how your project strategy will support your company's mission.

GOALS

A summary of SMART goals for your project strategy any any business factors to be considered.

AUDIENCE

List the persona(s) your strategy will address.

STORY

The overall theme or message for your project, including the unique value of your project.

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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.*