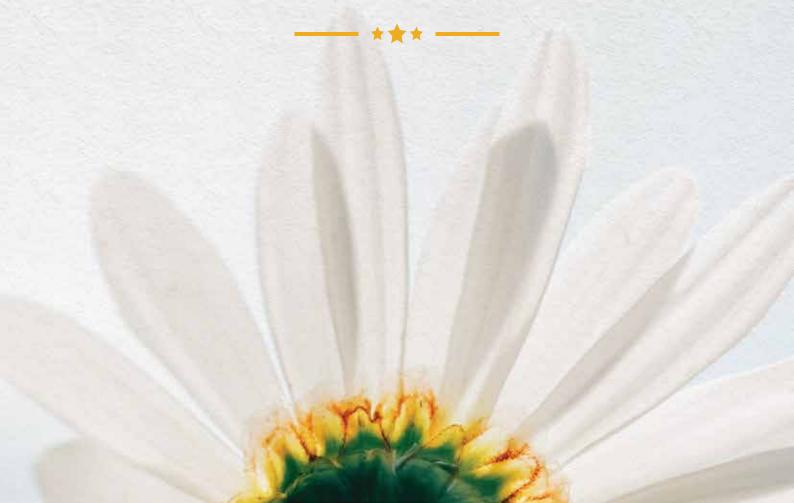


THE ESSENTIAL

BRIEFING FORM

by CINDY TONKIN



★ ★ 2 ★ ★

The Essential Briefing Form

Organisation and Key Client: Date:

| What do you want at the end of the project? | |
|--|--|
| Why do you need this? | |
| | |
| How will you know you have what you want? | |
| | |
| How will it look / feel / sound when the organisation has this? | |
| | |
| What other assistance will the organisation have to reach this goal? | |
| | |
| What's stopped you / the organisation doing this until now? | |
| | |
| What are the Logistical requirements? | |
| date / by date: maximum # days: # people involved: | location of people involved: project driver: time / cost / quality special requirements: |

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