

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:

