

## THE ESSENTIAL

BRIEFING FORM

by CINDY TONKIN



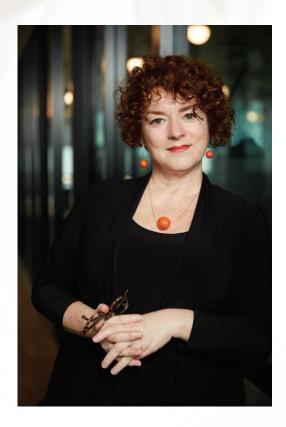
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## The Essential Briefing Form

## 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:	location of people involved:	
maximum # days: # people involved:	project driver: time / cost / quality special requirements:	
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