

★ *Original* ★

THE ESSENTIAL

BRIEFING FORM

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

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