

Date: _____ Client name/department: _____

Members present: _____

Project title: _____

Project summary: (project information/purpose, goals, measurable objectives) _____

Primary audience: _____ Secondary audience: _____

Audience overview: (what do they care about, what should be avoided): _____

Tone and image: (funny, casual, formal, specific visual goals): _____

Messages: (value to audience, key points): _____

One sentence and single minded message: (summation of above, and 1-2 words) _____

Communication strategy: (final deliverables, video, e-com, web, publication, social media, news, photography, advertising, research): _____

Budget and schedule: (greatest impact date, finished work due dates): _____

Process: (who produces work, who informs leadership, who reviews and approves final): _____

Future planning: (follow up companions, shelf life): _____