

DEVELOPING A CREATIVE BRIEF

The Programme

- **Function and objective** - the best programmes have a clear function, try to avoid making it all things to all people.
- **Use** - How will the programme be used or seen?
- **Wider Context** – should the programme be sympathetic to other media in use, or will it be a stand-alone production?
- **Political Framework** – Agree who will run the project and “sign-off” the programme
- **Shelf life** – when will the information in the programme become redundant?
- **The three fundamental questions:**
 - What do you want the audience to learn as a result of this programme?
 - What do you want them to feel?
 - And what (if anything) do you want them to do differently?

Target audience and their needs

Who is the intended audience?

What kind of people are they?

Which is the most important audience for this programme?

Could you order the priority of the audiences?

If you could only influence one audience which would it be and why?

One Key Message

If you could have only one key message what would it be?

Must Haves

Any key people, items, points, locations that must be included and why?

Any specifics on corporate branding?

Any fixed duration and why?

Tone

Establish the tone of voice of the programme. What sort of adjectives would you use to describe the final programme for example: stylish, fun, serious, authoritative etc.

Schedule

What is the schedule for the project and the reasons behind the timing?

In particular, check any critical dates (e.g. key windows and the key participant’s availability).