

FILL IN FORM 2019

Dear Client,

This briefing form will help us understand your project, needs and expectations so that we can deliver a personalized and effective solution.

We kindly ask you to provide as many details as you can.

Should you have any question, feel free to contact our team anytime.

Here you can **PRINT** your form or **download as PDF**.

1. GENERAL INFORMATION

Project Name (required)

Contact Person (required)

Email (required)

Phone Number (required)



Project language

2. PROJECT DESCRIPTION

What are the goals?

Which is the dead line?

When does the project start?

3. PROJECT HISTORY

Have you tried to implement a similar project before? If so, can you describe the outcome?

In your opinion, what made the implementation of this process successful or unsuccessful?

4. ACHIEVEMENTS

What are the KPI of the project? How should the success of the project be measured?

Which strategy have you already developed?

5. AUDIENCE

What are the primary target groups?

What are the secondary target groups?

Where will the project be implemented?

6. COMPETITORS

Who are the main competitors for this project?

Have they developed any similar project?
If so, provide a brief description.

7. SWOT ANALYSIS

7.1 COMPETITOR PROJECT

Strengths

Weaknesses

Opportunities

Threats

7.2 YOUR PROJECT IDEA

Strengths

Weaknesses

Opportunities

Threats

Your Message

Send

x