

Project Planner

This project planner may be used to collect your thoughts, analyze your media needs, and select a vendor. Careful pre-production planning is the key to meeting your objectives.

What objectives will be met by this project? In one or two sentences describe the overriding goal of the project. For example, the purpose may be to inform, to entertain, to teach, to sell, to motivate, to celebrate. Secondary goals tend to dilute the effort so selection of a primary goal is helpful.

Of what value will this project be to our organization? Describe the benefits of the project to your stakeholders.

Any obstacles? Obstacles may be timeline budgetary, attitudinal distribution, legal or multiple audiences.

Audience? Describe who will view the program or make use of the project elements.

Who are they? Men/women/age/occupation/education level

Knowledge? Describe the audience's level of knowledge related to the topic

Attitude? Describe the audience's attitude related to the topic

After viewing the project, the viewer should:

Think?

Feel?

Know?

Do?

Other Media? Are other media available to distribute the message? Will print collateral be used to supplement or support?

Project shelf life? For how long will the program be used? Will it be archived? Used and eliminated? Updated periodically?

Measuring results? How will you know if you've accomplished your goals? What measurable indicators exist? Who will be interested in or use key results?

Technical Advisors? The name, title, phone and e-mail or project approvers, subject matter experts, typical audience members, key resources.

Budget Projects can be created within specific budget.

Sources of information Be prepared to offer the following information:

- Video/film/multimedia on topic or related topic?
- Photographs or artwork?
- Employee communications/newsletters that apply?
- Annual reports?
- Marketing brochures?
- Corporate anthologies?
- Audio tapes?
- Corporate TV News program or magazine articles?

What is your vision of the final product?