

Briefing & Debriefing Tool:

1. Why audiovisual?

What are the reasons or is the occasion for considering audiovisual media? What role will the audiovisual play in the total media mix? Which other media are envisaged, and in which roles?

2. Content & Message?

What do we need to show or say? What is the subject or approach? What message should viewers take out? What resistance to the message or barriers to comprehension exist?

3. Targets?

How does the key message translate into accurate, predetermined and desired effects? What do you want to actually *achieve*?

4. Primary and secondary target groups?

For which audiences (individuals, groups, departments, divisions, stakeholders etc.) is the production intended? What is the knowledge level? Which other audiences could matter, now or later? Are different language versions envisaged? Will we need more than one edit?

5. Concept, approach & form?

What leading concept or fundamental approach is conceivable, possible or even required? To which other tools should the production connect? What house style requirements apply? Are there previous products that can or must inspire, either as desired examples or feared misconceptions? Do message or content lead to stylistic implications?

6. Viewing circumstances?

How and where will the audiovisual be viewed? Individually or collectively? In isolation or as part of a programme? Will there be room for question or comment, and if so who will be on hand to answer them? Are there any physical factors of importance (location, walk-in/walk-out options, extraneous noise).

7. Project management & planning?

Who are responsible on client side for project management, content control, sign-off? Which time constraints apply for development, producing, duplication and showing?

8. Budget indication?

Which budgetary constraints apply to concept development and production? Which invoicing schedules are envisaged, and under what terms of delivery?

9. Evaluation?

How will controllable project progress be ensured; how will results be measured; which forms of accountability apply to whom; how will effects be measured and interpreted?