

## **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 your organization?** Describe the benefits of the project to your employees/members and shareholders/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 email of project approvers, subject matter experts, typical audience members and other key resources.

**Budget?** Projects can be created within specific budgets - or budgets can be created for specific projects. Which method is appropriate for your organization/corporation?

**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?
- Websites?
- Marketing brochures?

**Ultimately, what do you envision your final product to be?**