



AGENCY BUSINESS BRIEF TEMPLATE



Project Overview

What is the nature of the initiative?

Why is it important to the business?

Who are the target audiences?

What needs/wants will this program service for target audiences?

What should the target audience think/do as a result?

What are the program objectives and what metrics will be used to evaluate it?

What support do you need from the agency?

What is the timeline and/or key milestones to be aware of?

What budget ranges should be considered?

What else does the agency need to know?