Client Questions for (PSP)

The information below should be discussed and decided upon with your team and supervisor before attending the scheduled Discovery Session. This will help us determine together the best plan which will provide the best support for your event/class.

1. Contact Name:

2. Contact Email:

3. What is the project name?

4. Who is your target audience? (External or internal audience, particular age group, male/female)

5. Who is the primary decision-maker on the project?

   - Has your Executive Director and Lead Director approved this project?

6. Basic info about the Event

   - What is the date of the event?
   - What is the time of the event?
   - What is the location of the event?
   - How many attendees do you expect in person?
   - Who will be part of the event?

7. What is the scope of pieces being requested?

   a. Design pieces *(graphics needed for event, social media, logo, swag, postcards, handouts, etc.)*
      - What is the look and feel you have in mind? *(think inspiration board, be as descriptive as possible and provide images/photos if possible)*

   b. Print *(postcards, handouts, signs, banners)*
      - What pieces need to be printed?
      - What sizes and quantities? *(500 postcards- 6'x9', 500 nametags)*
      - Will the pieces be written on? *(Nametags yes, postcards no)*

   c. Events *(vendors—inflatables, food trucks, petting zoo, etc.)*
      - What are the types of vendors that are needed for this event?
      - Are there specific vendors we need to begin with? Names?

   d. Tech Production *(live-stream, record, b-roll, stage set-up—tables, chairs on stage, mic/speaker in Narthex, Menti poll)*
      - How would you like your audience to engage in your event? *(seated, some moving around, interactive)*
      - Please list any presenters of music/worship leaders. (*Pastor Adam, Wendy, Justin, Isaac, etc.)*

   e. Stage Production *(creating set pieces)*
      - What types of pieces are you requesting?
      - How many?
      - Are there images/inspiration board you can attach?

   f. Video *(promo, intro, interview, b-roll)*
      - What is the purpose of the video?
      - What is the look and feel of the video?
      - What is the length of the video?
      - Who is writing the script?

- When will we have the script?
- Who/how many people will be in the video?
- Where do you envision the video being shot?
- Where is the video going to be shown?

g. Web *(new design, update design, landing page)*

- What type of web project is this?
- What edits/additions are needed?

8. What will the follow-up to this event/program be?

9. Is there a budget for this?

- If so, what is the budget?
- What is the account number?

This section to be filled out by Experience Project Manager

10. List of assets to be developed and ministry delivery date for approval.

List Asset/task	*Due date to send to Ministry for approval*

11. Due dates for ministry to have all content to EPM by asset.

List Asset/task	*Due date to send to EPM*

12. What are the key milestones for the project? *(date event page will be up, date registration goes live, the target date for supply delivery, etc.)*

13. Who are the people involved in this project?

___Design Team
___Photo and Video Teams
___Web
___Marketing Team
___Tech Production Team
___Stage Production Team