



LUMIN

Your brief: the what, who and how

In this activity, you'll pull together the elements of a communications brief.

The what

Identify one or more key messages for your organisation. If you've already done this as part of another Lesson, use those messages. Choose up to four messages.

Messages:

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-
-
-

If you could convey only one key message, what would it be? :

Now, what facts, statistics and other information do you want to communicate to support your message(s)?



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The who

Who is your audience - Is it a broad or narrow demographic? What do you know about them? What are their needs and wants? What do they care about? What shapes their thinking and influences their decision-making?

Describe the characteristics of your audience:

The how

Consider how you want the audience to respond? What's the call to action? Think about the best channels to reach our audience with the message(s) we want to convey? What would be the best angle? How do we best approach the story to achieve maximum impact?

What is your call to action? :

Channel:

Angle(s):