Overview  | Please provide a brief summary of this project. What is your goal/objective?

Deliverable  | What type of communication will this be? A brochure, email, webpage, postcard...?

Target Audience(s)  | For example, all alumni, Abbot alumnae, current parents, prospective students...?

Key Message(s)  | What are the two or three most important things the audience should understand?
The client project lead is responsible for routing drafts for review and gathering feedback; clarifying edits and comments that might conflict; consolidating edits and comments; providing this feedback in a timely manner to the CMM project lead.

† The client is responsible for all costs associated with the project (approved by department manager).