**Situation Publishing Client Briefing Document**

| What type of content is being created? Whitepaper, blog, EDM, Social media posts etc |
| --- |
|  |
| What is the target word count? |
|  |
| Key deadlines/timelines?  |
|  |
| What is the objective for creating this piece of content? |
|  |
| What is the primary product/solution? |
|  |
| What is the primary message and key points that needs to be conveyed? |
|  |
| Supporting assets, links and further information |
|  |