**Situation Publishing Paid Post Briefing Document**

*400 words (approximately) written by Situation Publishing*

| What are the key objectives for the paid post?  |
| --- |
|  |
| Event date/time? *If relevant* |
|  |
| Target Audience? *Who should attend this event/who are you trying to reach* |
|  |
| Key Points? *Share any points that must be covered* |
|  |
| Banner Advert & URLs: *Share creative that will frame article one published on site* |
|  |