**Situation Publishing Client Briefing Document**

| What is the objective for creating this piece of content? |
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| What is the primary product/solution? |
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| What is the primary message and key points that needs to be conveyed? |
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| Is there a main industry/vertical focus? If so, please specify? |
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| Are there any partners/customers featuring? |
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| Who is the spokesperson/s? |
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| Useful links and blogs should be shared here |
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