

# SPEAKER MARKETING

Success 



## CREATIVE BRIEF

### COLLATERAL TYPE

(e.g. flyer, infograph, logo, workbook, brochure, stationery, powerpoint presentation)

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### SIZE (e.g. A4, A5, DL etc.)

### NUMBER OF PAGES

### TARGET MARKET

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### STYLE GUIDES

(e.g. colour schemes, font styles, image styles)

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### DESIGN STYLE

(e.g. serious, youthful, modern)

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### WHAT THINGS MUST APPEAR AND CANNOT BE CHANGED?

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### INSPIRE US

(examples of designs we can use as inspiration)

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