

➤ How to get the **best value**, working with Clarity



We believe that communication and people development are inextricably linked. Whether it is induction, the company objectives, or leadership development, each is a piece of communication, which says something about the company, has the power to change attitudes and behaviour, and enable individuals to work better.

Our strength is creating a strategy that delivers a project with maximum impact on the audience.

Every project inevitably results in a product. It could be a podcast, a speech, a DVD, or full-blown conference, or, indeed, a combination of any of these. We have no allegiance to any particular media, we have experience in all of them, but we will make our recommendations based on the best medium for the audience and message, taking into consideration your timescales and budget.

We work best when we're involved in the decision making process from the start, because that's when our experience is most valuable to you. If we understand your objectives then we can help you plan the best project that will achieve the results you want.

The starting point for any project is for us to listen closely to your needs and objectives and to take a brief. The kind of information that we are looking for might be:

- Why embark on this project?
- What are you hoping to achieve?
- Who are the audience?
- How should they think and feel during and after the experience?
- What will success look like? How will you measure success?
- What are the timescales?
- Is there a fixed budget?

Once we have this information and feel that we fully understand the overall objectives then we can then think about 'what' the project ought to look like.

This means:

- **Recommending the most effective medium, or pointing out the benefits and drawbacks of several media.**
- **Devising a creative treatment. This is the look and feel, which in a DVD will determine the style of shooting, music, graphics and script, or for a booklet would impact the size, layout, fonts, colours and type of printed stock, or in a full-blown conference, the type and size of venue, speakers, décor, staging, AV, interactive 'media' and so on.**
- **Outlining exactly what we require from you and when. The very best projects are the result of working in close partnership.**
- **Preparing a detailed budget that breaks down any project into its individual elements so that you can see exactly how the budget is compiled.**
- **Working with you to plan a robust and realistic production schedule – in other words, what we expect to happen, in what order and at what time.**

We look forward to working with you.



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