

# C&M Project Starter Sheet

Any successful communications project begins with planning. This worksheet is designed to help you get started and to help you communicate the basics of your project to us, and it's required in order to begin your project. You can fill in the information electronically and email this pdf to us at dmoriar2@iit.edu. Let's get started!

Date \_\_\_\_\_

## Contact Person:

Name \_\_\_\_\_

Dept. \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

## Do you think your project will require:

(Check all that apply)

- Editing
- Writing
- Design
- Photography
- Printing/Print Coordination
- Web/Electronic Communications
- Marketing/Promotion
- Internal Communications/IIT Today
- Media Relations

## Email completed worksheet to:

dmoriar2@iit.edu

## IIT Communications and Marketing

Main Building, Room 503

Ph. 312.567.3206

Fax 312.567.3243

**Project Name:** \_\_\_\_\_

**Budget** Is there a budget for this project? If so, how much?

**What** What is the project? If you are not yet certain, describe what need the project is to address.

**Audience** Who is the project intended to reach?

**Purpose** What message(s) do you want to convey to your audience?  
What action(s) do you want them to take?

**When** When does the project need to reach its intended audience?

**Additional Notes** Capture any ideas, concerns, unusual circumstances, and questions here.