

THE NATIONAL
GALLERY

AGENDA: Communicating the
Museum Conference

25 – 27 JUNE 2008

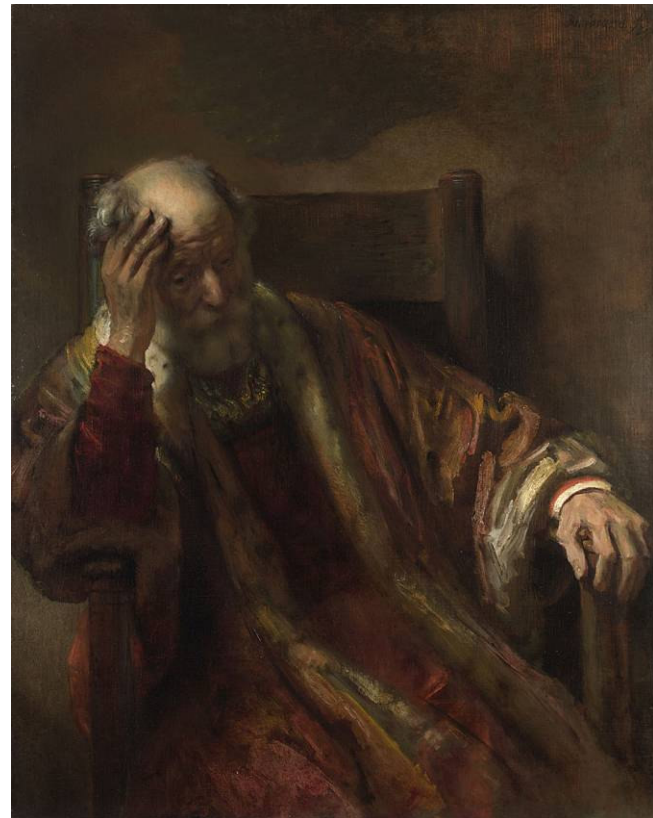
Nigel Semmens
Head of Communications

The Brief: Success or failure can depend on getting this right.

How to write one and what to include.

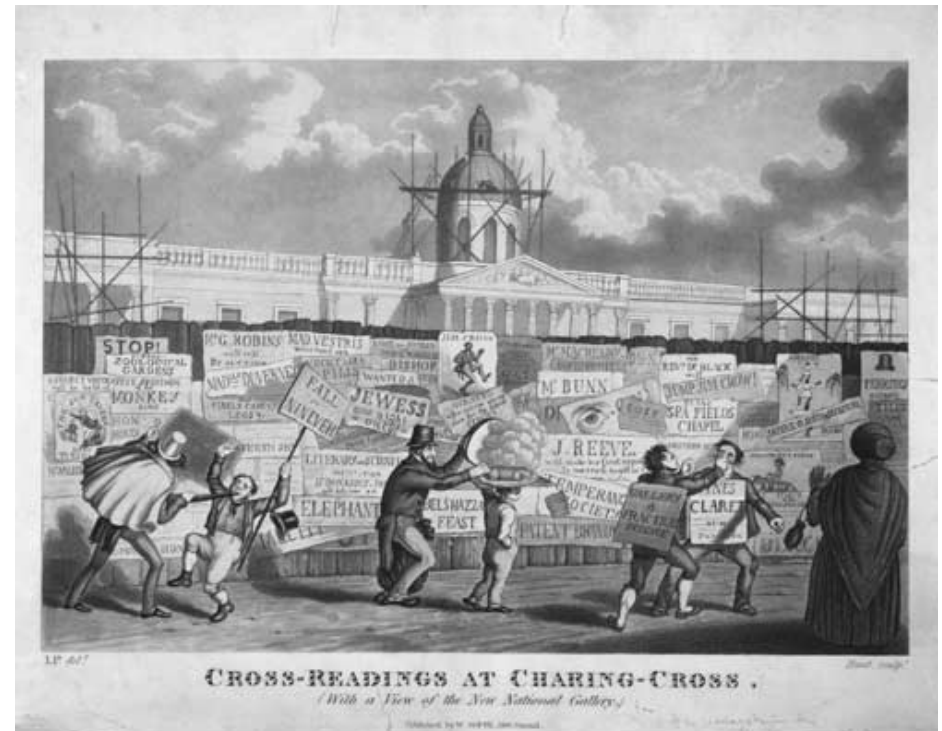
Checklist –try and ensure that you have dealt with all of these areas:

- Background
- Objectives and/ or key messages
- Target audience
- Timescale and process
- Budget
- Tone of voice
- Mandatory inclusions
- Selection Panel and contact points
- Appendices



Background

- The facts about your organisation.
- The facts surrounding this project.
- Why are you beginning this process?
- Give as much information as possible.
- Highlight any potential difficulties and list any practicalities that have to be taken into account.
- Are there risks in beginning this process?



Copyright expired

Objectives and/ or key messages

- What do you want to achieve?
- Do not have too many key objectives or messages.
- Your desired outcome must be really clear.
- What benefits do you hope to obtain?
- What will really change/ improve as a result of this exercise?



Target audience

- Who do you want to target?
- Break this down as much as possible –if ‘young people’, provide an age range.



Timescale and process

- What is the final deadline?
- Are there important mini-deadlines along the way?
- When do you want the project to begin?
- When do you want a response to this brief?
- Will there be one day when all responses to the brief will be examined together?
- You may wish to draw up a table – date/ task/ which activities need to take place.



Budget


- How much do you have to spend?
- What are the anticipated areas that will require expenditure?
- Will a consultant be expected to cover costs for some elements of your project?



Tone of voice

- Brand guidelines –how should your organisation be portrayed?
- List your tonal values if you have them.
- What image do you want to create?
- How will this work reinforce your identity?
- Does it have to deal with competition?
- Does it have to appeal to foreign audiences?
- Should it be environmentally friendly?

THE
NATIONAL
GALLERY



Title, Name and Address (2011) © The Trustees of The National Gallery, London

SOMEONE
SACRIFICES
EVERYTHING
FOR LOVE
EVERY DAY AT
TRAFALGAR
SQUARE

THE COLLECTION. ADMISSION FREE.

THE
NATIONAL
GALLERY

Open daily 10am–6pm
Wednesdays until 5pm

Charing Cross/Lancaster Square ©
www.nationalgallery.org.uk

Mandatory inclusions

- List anything that absolutely must be included or dealt with –the non-negotiables.

For example: a sponsor's logo/ credit line, translated versions in other languages, your logo, local city sensitivities.

THE
NATIONAL
GALLERY



Selection Panel and contact points

- Who are the people involved in the process?
- Names and job titles with e-mail/ phone numbers.



Appendices

- Is there any additional information needed?

For example: brand guidelines,
market research.



THE NATIONAL
GALLERY

AGENDA: Communicating the
Museum Conference

25 – 27 JUNE 2008

Nigel Semmens
Head of Communications