



Public Relations Brief *Template*

Please provide the required information below to aid Mosron Communications in providing unmatched public relations consultancy for your company/project.

Section A: General Information

1. Client Name

2. Contact Information of Representative Industry

3. Extensive Project Description

4. Project Target Audience

5. Expected/Desired Outcomes



Section B: Existing Communications Materials

Kindly enter either Yes or No

Item	Yes	No	URL/Document
Website			
Company profile			
Social media pages			
In-house graphics designer			
Videographer			
In-house communications staff/team			



Section C: Budgets and Timelines

1. Proposed PR Budget (Without Local/International Media Coverage)

2. Proposed PR Budget (With Local/International Media Coverage)

3. Proposed Project Commencement Date

4. Project Duration

4. Please provide further information pertinent to the project/company