



National Association of Bar Executives
Connecting Professionals, Providing Solutions

Marketing Plan | Creative Brief | Step 1

Date: _____

Project Name: _____

Project Manager: _____ Email _____

Project Description: _____

Project Team Members: _____ Email _____

_____ Email _____

_____ Email _____

Timeframe: _____

Budget/Sponsorship: _____

Target Audience: _____

Vision: _____

Message: _____

Challenges: _____

Measurable Goals: _____

Notes from Previous Year's Evaluation: _____

Other: _____