

Coup Production Brief

Thank you for your interest in coup. The purpose of this form is to help you clarify some of your thinking around the questions we often ask. Our aim is to gain a deeper understanding about the current context of your business and your staff, so that we get a full appreciation of the needs we are aiming to serve and your vision of success.

These questions are thought starters. If they don't seem relevant please skip to the next.

We look forward to discussing your scenario in person.



David McCubbin, Corporate Dramatist and Managing Director

Organisation _____ **Your role** _____

Why are you considering a production? What's going on in your business?

What do you consider to be current sentiment or level of understanding of the audience you are seeking to engage?

Where you want them to be?

What other things do you want to move? For example, describe the general “from/to” analysis of relative levels of skill, capability, alignment, technical or other knowledge, etc.

What’s going to be the key success factor?

When do you want it? _____

Where do you want it? _____

What do you envisage to be the primary method for providing the production experience? (You may have more than one.)

- Conference Theatre
- Training Room Theatre
- Keynote
- DVD
- CD-ROM
- Internet streaming
- iPod

What’s your desired budget range? From _____ to _____

Who would be our primary point of contact? _____

Contact details Phone _____ Email _____

Please circle your preferred contact method.

When is the best time to contact you? _____

Please indicate preferred dates and times if possible.

Email a scan to us via info@coup.com.au or fax it to us on +61 2 9938 6433.

Call Melita Biondic or Dana Veldic on +61 2 9938 6933.