

## YOUR BRIEFING CHECKLIST

You have a project ready to brief to Focus People - we're looking forward to working with you! Here is a brief checklist on the things to think about when preparing your brief to us. If you have any questions about this our experienced Project Management team are here to help you with this.

- Have you chosen the **dates for your project**?
- If they are depth interviews, please provide a **spreadsheet of availability** or calendly link.
- Confirm the **number of respondents** you would like us to recruit.
- Please confirm the **duration of the group / depth / Online Board / Accompanied shops, etc.**
- Do you have a screener / brief** ready for us? If not, would you like to use Focus People's screener template OR get us to assist with writing this for you?
- If the project is online, **please supply the Zoom/Teams (or other) link**. We would prefer this up front if it's a group that is locked in (for depth interviews we understand that these will be provided once the respondents are booked in).
- If your project is in-person, **have you booked the venue?** Would you like Focus People to assist with the venue bookings?
- Please **confirm the incentive amount** that you would like to pay the respondents and the method of payment.
- Who is **paying the incentives?** If you are paying the incentives, please provide the payment date so we can let the respondents know.
- Please confirm if there is a **homework task** that needs to be sent to our respondents and provide this up front so we can send this out with our confirmation email once we book them in. Also, confirm if they need to return this prior to session (if so, please provide a due date & email address to send this to) or if they'll bring it with them to session.
- Homework task / Online task . Qualboard** - please give specific info on how much time the respondents will need to complete this task. We will need to give this info to respondents before they agree to take part.
- Do you need a **consent from** the respondents? Best to supply up front so we can send with the confirmation email when booking.
- Do you need to supply Focus People with a **purchase order** number for our invoice?

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