# Work order template (communications agency)

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The template for the work order is to support communications agencies in their creative work on a communications project, e.g. a publication or an ad campaign. Please note that only Lund University’s procured agencies may be consulted, read more on: <https://www.staff.lu.se/support-and-tools/communication-and-graphic-profile>. All persons who are involved in the project/production are to have seen and agreed on the work order before it is sent to the communications agency. This is to be coordinated with the closest communications officer within the organisation. By using this template, there is a better chance that Lund University and the external agency will be in agreement about what needs to be done, before the creative process begins. Be brief and concise, and preferably attach any necessary background information.

## Contracting authority

Name of faculty/department/division (equivalent):

Name of project manager/contact person:

## Name of project

## Aim/objective

What is to be the result of the communications project?

## Background

Describe the background of the communications project

## Target group

Describe the target group/s and its/their needs. Is a certain group given priority?

## Communication objectives

What is the target group/s to **do**, **think** and **feel** after your communication?

## Main message

What is the **single** most important message you wish to communicate to the target group/s?

## Supporting arguments

Which arguments support the main message?

## Images

Let the main message permeate your choice of images. Is there anything that is particularly significant to present in an image? This could be a feeling (warmth, rewarding meetings, international atmosphere, etc.), certain buildings and environments that are important to include, or different types of people (students, lecturers, researchers, young, old, men, women, etc.). Is it important that what is shown in an image reflects what it says in the text?

Inform the communications agency if you will be using one of Lund University’s procured photographers for the project, so that they can contact each other.

Read more about our procured photographers on <https://www.staff.lu.se/support-and-tools/communication-and-graphic-profile>

## Communication channel

Any requests or requirements concerning which channel/s is/are to be used?

## Budget

(You are often not required to inform the agency of your budget, but in certain cases this could be an advantage, for instance, if you are not quite sure what you want. Ask for a quote, and be specific as to what is included in the order).

## Time frame

## Other conditions