

PR brief for case histories & or installations

1. Customer name and address:

2. Contact name to interview and their position at the customer:

Tel: _____ Extn _____
Mobile: _____
Fax: _____
Where based: _____

3: Equipment purchased and details of any unique features:

4: Brief overview of the customer's application and product:

5. Are the machines used to produce products sold by well-known retail outlets?

6: Date of supply: _____

7: Name of internal sales contact: _____
Mobile number: _____

8. Additional comments (previous sales/special circumstances etc):

9. Has the contact at the customer's been told to expect a call? _____

10. Target publications (any extra need adding?)

11. Date of brief: _____
