

Creative Brief

COMMISSIONER	Sherilyn Colby
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TITLE (working)	Speaker Reel
DURATION	60-90 seconds
AUDIENCE	Probably people who are cold or warm to Sherilyn's business. Age ?. Location ?. People who want to know more about <i>Sherilyn Colby Consulting</i> . Values ? They value speakers, professionalism, and fun. Gender?.
OBJECTIVES	
SYNOPSIS	

STYLE	The video will have a fun energy to it.
STRUCTURE & TIMINGS	
CONTRIBUTORS & ELEMENTS	Contributors: Sherilyn Colby (on screen talent), Hannah Leavitt (video producer & editor)
TIMESCALE	
NOTES:	This would be on a page on her website. Not on the "About Me" page but the page would be about her. It would highlight things she might be doing (at a desk, white board, etc) but it would focus on her speaking. It may include a combination of photos and videos. The feeling will be fun and send the message of what she's about. This page would be something she would send to collaborators.

