

My presentation in brief

- What's contractually binding?
- Problems with briefs
- Attributes of a good brief
- A typical brief ...
- Deliverables & performance standards
- Elements of a contract
- An editor's brief: elements
- Negotiation & 'cooling-off'
- Absent or flawed brief





**What's
contractually
binding?**

Meetings and discussions

Telephone/Skype calls

Emails and letters

Quotations/estimates

Formal supplier contracts

Briefs and briefing documents

Problems with briefs

Clients are not well informed, so briefs are ...

- not thoroughly thought through ✕
- too skimpy and inadequate ✕
- too long and florid ✕
- difficult to make sense of ✕
- overwhelming ✕
- forgettable! ✕
- lacking essential information ✕



Attributes of a good brief

- Sufficiently supportive



- Appropriately detailed and 'revealing'



- Based on a knowledge of the required skills
- Covers the essentials of the task

- Spells out the deliverables

A typical brief usually covers ...

- Handover date and deadline
- Fee for the job



A typical brief usually neglects ...

- Deliverables
- Performance standards





**DO NOT ALLOW LOOPHOLES IN BRIEFS TO
DISADVANTAGE YOU!
IF NECESSARY, WRITE YOUR OWN BRIEF, OR PLUG
HOLES.**

So what are these deliverables and performance standards?

- Let's look, then, at the elements of a typical publisher's contract with a service provider ...



Elements of a contract: Checklist1

The necessary clauses in a contract are ...

- The contracting parties
 - The function and designation of the supplier
 - What the supplier will supply: nature; quantity; medium
- **The brief – the specifications of what is wanted**
- Responsibilities of the supplier
- Reporting lines and procedures
- **Standards and quality requirements**
- Confidentiality and conflict of interest

- Penalties



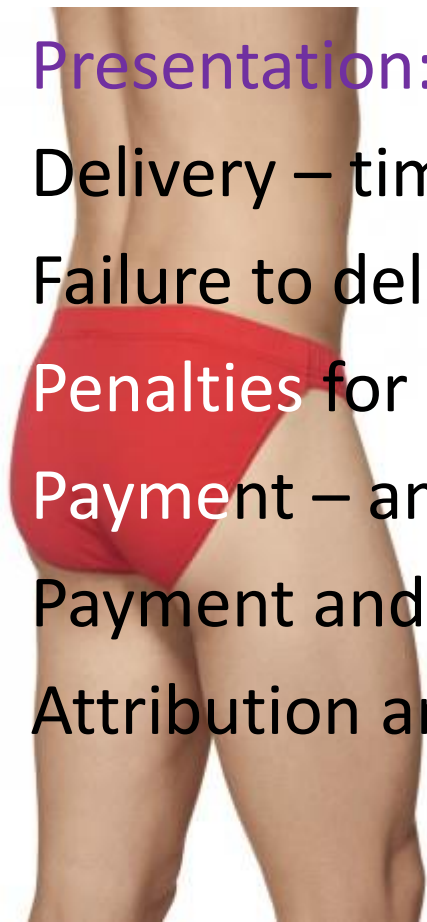
Elements of a contract: Checklist2

- Presentation: what will be delivered, in which format
- Delivery – times and schedules
- Failure to deliver to the required standard

Penalties for non-delivery

Payment – amount; payment terms; payment dates

- Payment and copyright: ownership
- Attribution and acknowledgements



An editor's brief: Elements

- Deadline, fee & performance standard(s)
- Correspondence, consistency, correctness
- Structural, substantive or copy-edit?
- Heavy, medium or light edit?
- House style & style sheet
- Illustrations, case studies, etc
- Coding or tagging (production mark-up)?
- References and cross-references
- Preferred editorial reference works



Negotiation & 'cooling-off'

- Preferably receive brief face to face
- Ask questions to clarify – either at briefing or by follow-up email
- Negotiate on basis of *seen* document
- Allow a reasonable 'cooling-off' period to consider the brief and the job itself - before committing yourself



Absent or flawed brief?

- If necessary, submit a written brief of your own appropriate to the particular job
- Or supplement or fill in the gaps in the client's brief with elements of your own
- Email or hand it to the client for approval, prior to commencing work





**Briefs: Yes, you really are
only as good as them!**

Thank you for your presence. Are there any questions?
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