

Five things to ask before launching a publication

- 1. Who's the audience?
- 2. What information do you want to convey?
- 3. How will the publication be distributed?
- 4. Who (in the organization) will provide information and oversee the project ?
- 5. Should it be written and designed in-house or should we use the services of Cezat Creative Resources? (and sleep soundly at night)