



## BRIGHT IDEAS CHECKLIST

Taking these basic steps will turn your initial idea into a fully fledged project. Tick the boxes when you've completed them:

- Brainstorm your initial idea: it helps to do this with others
- Define the scope, target audience, aims, objectives and deliverable outcomes of your project
- Consider any political or community issues that could impact on delivery or affect media exposure
- Research your idea
- Address any intellectual property issues
- Test your idea with a peer review or feasibility plan
- Research and test audience perceptions and needs
- Refine its scope, audience, aims and objectives
- Deliver a concept development workshop
- Finalise the scope, audience, aims, objectives and deliverable outcomes
- Estimate resources needed
- Undertake a risk analysis
- Finalise the written project plan
- Draft a budget
- Draft a timeline
- Draft a business and partnership plan
- Draft a communications and marketing strategy.