

Professional Studies for Screen-Based Media

Negotiating for Business – Exercise

The Situation

Your company is to produce interactive material to support a television programme. The scope of the interactive material is up to you, but you may like to consider featuring some of the following:

- information about characters
- information about plots,
- information about storylines,
- information about interviewees;
- product/merchandise information;
- downloads and printable files;
- on-line services such as purchasing and notice boards.

You are arranging a meeting for a potential client and you want him/her to come along to your company to meet your team. In order to win a commission from this client you need to have a good idea, be able to communicate it enthusiastically and effectively, demonstrate software and equipment which could be used to produce it and be confident enough to talk about a budget and projected completion date.

The Exercise

Decide which television programme (drama or documentary) you are producing interactive material for, then carry out the following steps towards a successful tender.

1. Decide on the nature of your business and a company name
2. Design a business card and headed paper for the company
3. Prepare the agenda for the meeting and make any necessary arrangements
4. Prepare a written brief about the project you are proposing
5. Prepare a written rough budget estimate
6. Prepare a written rough schedule outlining how long the project will take to complete