**What a brief is**

A brief is the preparation for a business task. Companies undergo this so they can plan out and state their intentions. Briefs come in different forms, meaning they are formal, informal or negotiable. Manny briefs are seen being used between a company or business and its client. A brief sets out the terms and conditions of working together, what can be allowed and what can’t. Briefs are used in all places, they are used in the production for film and TV shows, which in this case state what the client is willing to do and what they aren’t. Briefs are used in legal situations at courts where they are known as legal briefing documents. They are used and presented to a court arguing why one case should be considered over the other.

Another example of a brief would be that of when two companies work together or trade with each other. A brief in this situation would confirm what both companies agreed to.

If either the client or the company breaks the brief contract then the side that has been infringed can call for legal action so the side that breached the brief can be sued.

A negotiated brief follows two companies that have certain disagreements. They will work together and discuss different areas and aspect and then finally come together with an agreeable brief. They have to make sure that they are both ok with the final brief and that they are certain upon agreement. Once again if the brief is breach by either side, then the latter can call for legal action and press charges. You often see a brief such as this in scenarios involving advertising companies and companies requiring adverts. They will put forth ideas until they can agree on something (the final brief).

A formal brief is a properly documented sheet containing all of the necessary information for the brief to be substantial. These kind of briefs are the of the sort where you will read the brief, you then agree to its terms and conditions and then sign your name to confirm your agreement.

These can cause concerns with the clients, as they are all that descriptive. Clients may find difficulty getting the big picture with this kind of brief.

Again if the brief is broken then legal action can be taken.

An informal brief is the sort of brief where you don’t really write anything down. You simply converse with the client or the person you are working with and end up with an agreement between you. This style of brief is used in more low-key situations rather than the likes of a formal or negotiated brief.

You still however have to abide by the terms and conditions set out between your client and yourself because, just like the other types of briefs, legal issues can arise should the contract be broken.

If someone breaks a brief then the person/client affected can make a claim and possibility a lawsuit. This can happen in TV when a person who is on the show has stated that their information is to remain anonymous but the show has released the information. This could be anything from a phone number to their face/voice. If it is stated in the brief then it should be abided by.