



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Understanding And Responding To Client Briefs Training

Culture and Arts / Visual Arts

Unit Standard 117509 · NQF Level 4 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the skills to accurately interpret, analyze, and respond to client briefs in a professional context. Participants will learn to extract key requirements, manage expectations, and deliver solutions that align with client objectives, enhancing service quality and client satisfaction.

Category	Culture and Arts
Subfield	Visual Arts
Unit Standard	117509
Accreditation	SAQA Accredited · NQF Level 4 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze client briefs to identify core objectives, deliverables, and constraints.
- Apply questioning and active listening techniques to clarify ambiguous brief requirements.
- Evaluate the feasibility of brief specifications against available resources and timelines.
- Design a structured response plan that addresses all elements of the client brief.
- Implement a feedback loop to confirm client expectations and manage scope changes.
- Demonstrate professional written and verbal communication in responding to client briefs.

WHO SHOULD ATTEND

- This course is designed for professionals who interact with clients, including account managers, project coordinators, marketing specialists, and consultants who need to respond effectively to client briefs.

COURSE OUTLINE

Day 1: Foundations of Client Brief Interpretation

- Introduction to client briefs: definition, types, and role in service delivery
- Components of a brief: objectives, scope, deliverables, timelines, budget
- Active reading and extraction of explicit and implicit requirements
- Identifying assumptions and gaps in briefs
- Techniques for clarifying briefs: questioning, paraphrasing, and summarising
- Case study: analysis of a sample client brief
- Group activity: identifying missing information in a brief

Day 2: Responding to Client Briefs Effectively

- Structuring a response: alignment with brief objectives and deliverables
- Writing clear, concise, and professional responses
- Prioritising requirements: balancing client needs with organisational capacity
- Managing scope creep and setting boundaries
- Presenting responses: verbal and written formats
- Role-play: responding to a client brief in a simulated meeting
- Feedback and revision techniques
- Final assessment: create a response to a given client brief

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **5 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 15,400.00	R 15,400.00
1	In-House	R 20,000.00	R 20,000.00
1	On-Campus (Pretoria)	R 23,100.00	R 23,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	04 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	04 Aug 2026	On-Campus	Cape Town, South Africa
03 Aug 2026	04 Aug 2026	On-Campus	Johannesburg, South Africa
05 Aug 2026	06 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	06 Aug 2026	On-Campus	Mauritius
05 Aug 2026	06 Aug 2026	On-Campus	Lagos, Nigeria
11 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	12 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 117509) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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