

PLANNING PROCESS

This planning document and the creative brief are the foundational processes I use to indentify project scope and initiate the planning process. I refer to this document throughout the project timeline.

Identify the agreed goal(s):

I. _____

II. _____

III. _____

1) Devised objectives:

Objectives specify the measurable achievements over a timeframe. The objectives set up the criteria for the measure. The objectives set your milestones. "X" will happen by "Y" date.

2) Identified action steps:

Action steps layout process, including oversight, and roles,

- i. what we are doing
- ii. how we are executing steps
- iii. who is responsible for which tasks,
- iv. how we will report progress on the tasks,
- v. How we brand, and advertise the jurisdiction
- vi. How we look for new opportunities – Marketing
- vii. How we communicate internally and externally
- viii. The contingency plan in the event that the plan doesn't do what we thought it would
- ix. The risk managements and crisis communication plans, in the unlikely event, of an unlikely event

3) Calculate a budget

4) Determine how to track results

Identify what to track and how often to track

5) Implement the plan

6) Track the results and adjust the plan accordingly