

PLANNING TRACKER

Use an Excel or Numbers sheet to track your project. Post this electronically so all participants may review and update their progress. I also print a copy to pin to my desk's corkboard. The sample below is based on an investigation of assets within a film commission's jurisdiction.

PLANNING CHECKLIST				
TASK	ACTION	DUE DATE	RESPONSIBILITY	RESULT
inventory of assets investigation	Film Office canvass		Film Office, allegiance, allies, and partners	
Baseline measure	Method of survey, Type of survey tool Service Provider		Film Office, allegiance, allies, and partners	
Roundtable	Prepare agenda, List of attendees, contact and invite Prepare presentation materials including survey conclusions and PPT, Book room/Catering		Host (Government body, film office or industry association)	
Identify the goal(s)	Discussion		All roundtable attendees	Agreement
Identify work group.	Volunteer		All roundtable attendees	Agreement
Devise a set of objectives			Work Group	
Develop action steps Included in the tasks: How to identify new opportunities				
Marketing planning: Branding Marketing Advertising				
Communications: Internal External Crisis				
Contingency planning				
Risk Management				
Calculate Budget				
Design tracking process				
Calculate Budget				
Report progress to: Workgroup				
Report progress to: roundtable attendees				