Communications & Marketing

Creative Services



STEP 1: STEP 2: **STEP 3: STEP 4: STEP 5:** STEP 6: Design Development Fill out the C&M Creative Discovery Meeting between Presentation for Revisions, Course Approvals and Service Request Form C&M and the Client "Imagine and Create" "Client Review" Correction Delivery **CLIENT CLIENT** C&M C&M **CLIENT** C&M Confirm Discovery Meeting with a Scope of Work Proposal C&M Presents Approve deliverables • Revise concepts as **MEETING TOPICS** This form will trigger a communication and needed Discovery Meeting **WILL INCLUDE:** marketing concepts **CLIENT** • Finalize concepts to clients based on feedback C&M Scope of Work • C & M explains the description • Provide clients with thought process behind Approves Scope of Work Proposal revisions concepts • Project Objective Goals • Execute deliverable • Solicit final approvals • Client assesses: "Which • Determine options count to determined media concept captures your • Target Audience outlets C&M message best?" • Potential Media Outlets • Execute Change • Concepts either meet Management Plan or miss the mark • Due dates Establish the creative strategy • Use metrics to measure • Determine if a Change to accomplish project objectives success Management Plan is Determine the Media outlet applicable • Develop impactful graphic materials as needed Develop printed text as needed

• Identify communication mediums

Management Template, as needed

• Determine adoption metrics

Apply applicable Change