

Sample Production Schedules

Revised August 17, 2009

MICROSITE - 21 DAYS

MD10

	Day #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
1	Discovery	Both																				
2	Submission of content		Client	Client	Client	Client	Client	Client	Client	Client	Client											
3	Development of design studies			Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet															
4	Review/approval of site studies						Client	Client	Client													
5	Revision of chosen site study								Marketing Valet	Marketing Valet												
6	Final approval of site studies									Client	Client	Client										
7	HTML encoding of content											Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet						
8	Develop registrations forms											Marketing Valet	Marketing Valet	Marketing Valet								
9	Testing																Both	Both				
10	Final editing																		Marketing Valet	Marketing Valet	Marketing Valet	
11	Final review and approval																			Client	Client	
12	Go live																					Marketing Valet

Client Marketing Valet Both

2-MINUTE FLASH DEMO - 30 Days

FL10

	Day #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1	Discovery	Both	Both	Both																											
2	Develop concept and design		Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet																						
3	Review/approve concept and design							Client	Client	Client																					
4	Develop script			Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet																				
5	Review/approve script							Client	Client	Client																					
6	Develop static storyboard								Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet																	
7	Review/approve static storyboard										Client	Client	Client																		
8	Record VO and/or live talent												Marketing Valet	Marketing Valet																	
9	Develop animatics																														
10	Review animatics																	Client	Client	Client											
11	Final Flash production																			Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet	Marketing Valet
12	Client review																											Client	Client	Client	
13	Revisions																												Marketing Valet	Marketing Valet	
14	Client approval																												Client	Client	Client
15	Go live																														Marketing Valet

Client Marketing Valet Both

HTML NEWSLETTER PRODUCTION - 15 DAYS

EN15

	Day #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	Submit final content	Client	Client	Client												
2	HTML coding		Marketing Valet	Marketing Valet	Marketing Valet											
3	1st review			Client	Client	Client										
4	Revisions					Marketing Valet	Marketing Valet	Marketing Valet								
5	2nd review							Client	Client	Client						
6	Revisions										Marketing Valet					
7	Final review and testing											Both	Both			
8	Final editing												Marketing Valet	Marketing Valet		
9	Client approval													Client	Client	
10	Go live															Marketing Valet

Client Marketing Valet Both

EVENT PROMOTION PACKAGE - 10 DAYS

EM70

	Day #	1	2	3	4	5	6	7	8	9	10
1	Discovery	Both	Both								
2	Develop concept and messaging		Marketing Valet								
3	Review concept and messaging			Client	Client						
4	Revisions to concept an messaging					Marketing Valet					
5	Create landing page design studies				Marketing Valet	Marketing Valet					
6	Review design studies						Client				
7	Revisions to selected design study						Marketing Valet	Marketing Valet			
8	Client review							Client	Client		
9	Final revisions								Marketing Valet	Marketing Valet	
10	Client approval									Client	Client
11	Go live										Marketing Valet

Client
 Marketing Valet
 Both