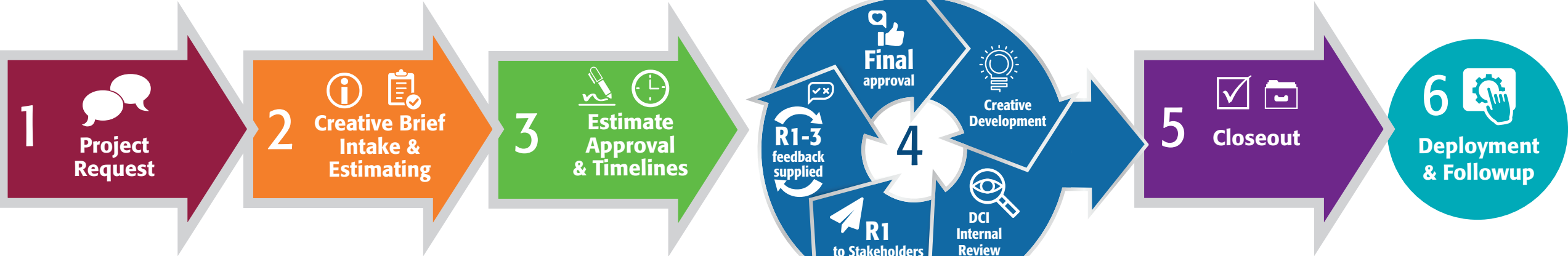


# Creative Agency & Independent Contractor Project Process

INITIATION/SCOPING → IDEATION/EXECUTION → DELIVERY → IMPLEMENTATION/LAUNCH



- Stakeholder (internal partners, volunteers) initiate request via on-line creative form or via creative@ieee.org
- Creative Brief supplied to stakeholder for completion
- Creative Brief goes to DCI Creative Design Team for review

- Creative Project Manager (CPM) reviews request, determines appropriate resource(s) ie. agency/IC/production vendor
- CPM schedules kick off call or meeting (KOC/KOM) as needed
- Agency/Independent Contractor (IC) develops estimate
- CPM reviews estimate(s) to confirm pricing & deliverables per established scope

- Estimate sent to requester/stakeholder(s)
- In order to proceed, approved estimate must be supplied with stakeholder signature and associated GL account #
- Timelines established and formalized by DCI/agency/IC and shared with stakeholder(s)
- 50% of total project cost applied in next billing cycle

- Creative development begins
- Initial concepts sent to DCI for review/rework as needed
- 1st round (R1) concepts go to stakeholder(s)
- Cohesive feedback is supplied via Teamwork project link to Agency/IC for rework as needed
- R2-R3 sent for feedback/final approvals
- Formal final approval supplied
- If applicable, assets delivered for print/production, approval of supplied proofs

- Agency/IC delivers final assets via Teamwork link
- If applicable, print samples delivered
- Final project invoice from agency/IC sent to IEEE in next monthly billing cycle
- DCI initiates payment processing of final 50% via internal journal transfer (JT) through Accounts Payable (AP) within established SLAs
- Archival of all source files by DCI and close of project in Teamwork Project Management system

- Deliverables launched via established communications vehicles and distribution method
- DCI holds postmortem meetings/feedback/learnings applied
- Project surveys sent
- If applicable, assets uploaded to Digital Asset Management (DAM) tool and/or Promo Library by end of following quarter

**COMMONLY USED ACRONYMS:**

- AP: Accounts Payable
- CPM: Creative Project Manager
- DAM: Digital Asset Management
- DCI: Digital & Creative Innovations
- GL: General Ledger
- IC: Independent Contractor
- JT: Journal Transfer
- R1 (R2, R3): Round 1, 2, 3 (as in amount of concept rounds delivered)
- SLA: Service Level Agreement



ONGOING: Pipeline Discussions, Portfolio Case Studies Satisfaction Surveys, Agency/IC Feedback