

## **In-House POP Workflow**

<b>Phase</b>	<b>Task</b>
<b>Initiate Project</b>	<ul style="list-style-type: none"> <li>Client Kick-Off Meeting</li> <li>Set Objectives</li> <li>Determine Delivery Date</li> <li>Determine Photography Requirements</li> <li>Determine CTQ's</li> <li>Determine Budget</li> </ul>
<b>Pre-Planning</b>	<ul style="list-style-type: none"> <li>Develop project timeline</li> <li>Develop estimated budget</li> <li>Complete Specifications</li> </ul>
<b>Creative</b>	<ul style="list-style-type: none"> <li>Developing Creative</li> <li>Write Creative Brief</li> <li>Assign Designer</li> <li>Meet with Agency</li> <li>Gather Graphic Elements</li> <li>Execute Photography</li> <li>Execute Line Art</li> <li>Execute Creative</li> <li>Artwork CD's prepared</li> </ul>
<b>Approvals</b>	<ul style="list-style-type: none"> <li>3 Rounds of Revisions</li> <li>Design created, sent to Client for Approval</li> <li>Approval by Project Manager, Creative Manager, and Legal &amp; Compliance</li> </ul>
<b>Production</b>	<ul style="list-style-type: none"> <li>Art Approved</li> <li>Job awarded to Vendor</li> <li>Send to printer</li> <li>Printer sends proofs to Production Manager</li> <li>Job is Printed</li> <li>Printer sends samples - check color and folding</li> </ul>
<b>Delivers</b>	<ul style="list-style-type: none"> <li>Coordinate Special Mailing</li> <li>Define mailing requirements</li> <li>Confirm final delivery date</li> <li>Vendor sends Advanced Shipping Notice before shipping</li> </ul>