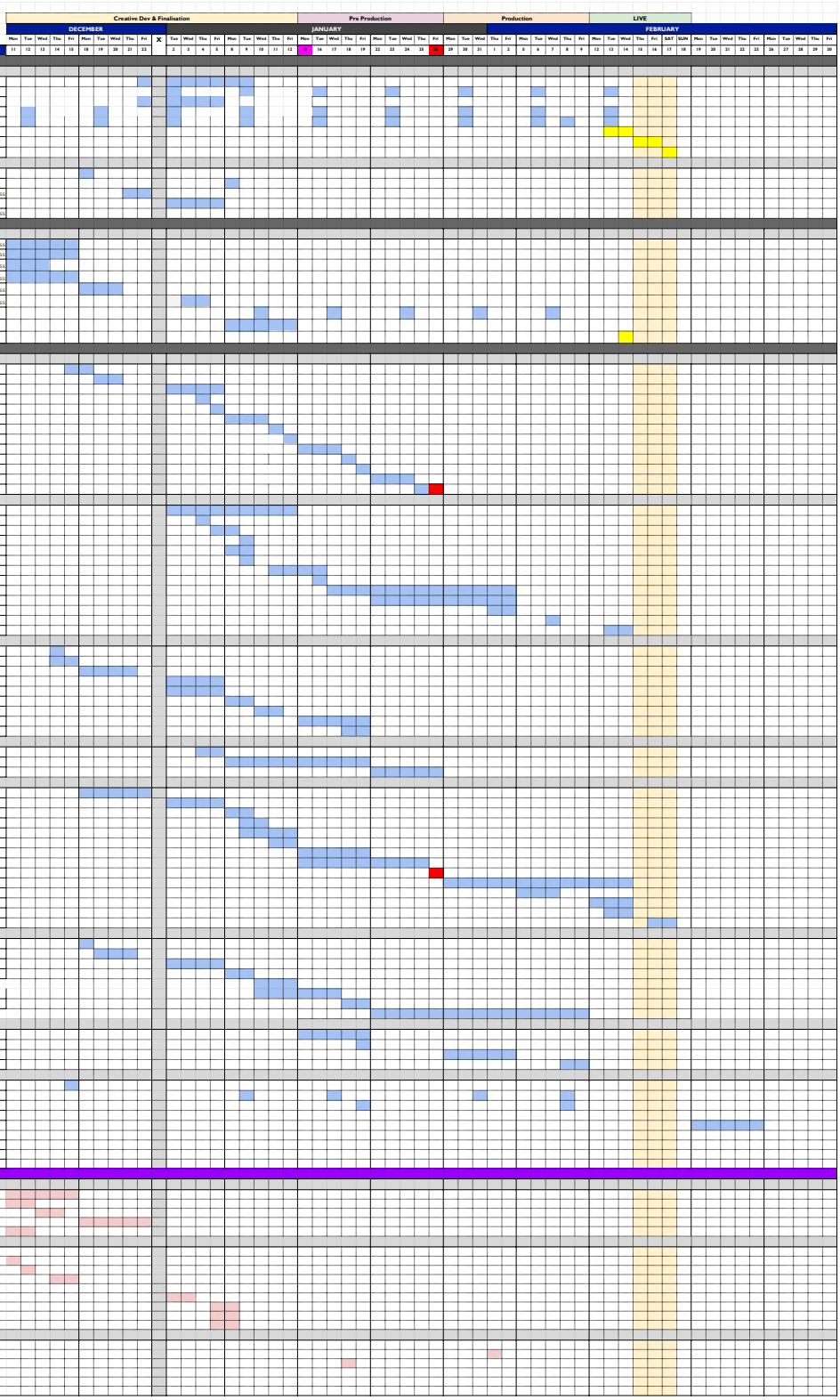
PROJECT DETAILS	
Name	New From LDN
Job number	11373

ELEMENT	RESPONSIBLE	DUE DATE	STATUS
ADMIN			
RESOURCE KEY DATES			
MB On leave	MB		Pending
BL On Leave	BL		Pending
JC On Leave	JC		Pending
Amplify x Converse Weekly sync	AMP x CON		Pending
ALL Agency weekly check in	MB		Pending
Event BUILD	Amplify		Pending
Event LIVE	Amplify		Pending
Event DERIG	Amplify		Pending
LEGAL / FINANCE			
1st PO recieved	Converse		Completed
2nd PO recieved	Converse		Completed
SOW signed	Amp x Con		Work in Progress
1st PO payment	Converse		Completed
Final PO payment	Converse		Work in Progress
TALENT			
OUTREACH + ADMIN			
Talent approached	F&F		Work in Progress
Talent deliverables defined	Converse		Work in Progress
Fees agreed internally	Amplify		Work in Progress
Contract template drafted	Amplify		Work in Progress
Talent confirmed	Converse		Work in Progress
Talent intro calls w/ Amplify x Converse	Amplify		Work in Progress
Talent weekly check in calls	Amp x Con		Pending
Contracts signed & payments processed	Amplify		Pending
Talent install	Amp x Con		Pending
CREATIVE & PRODUCTION			
3D DESIGN			
Talent proposals recieved	Amplify		Pending
Proposal approved	Amp x Con		Pending
Spacial Design development	Amplify		Pending
Spacial Design R1 (mood) shared	Amplify		Pending
Feedback	Converse		Pending
Spacial Design refined/ designed to space	Amplify		Pending
Spacial Design R2 (mood) shared	Amplify		Pending
Feedback	Converse		Pending
Spacial Design refined based on approved talent proposals	Amplify		Pending
Spacial Design R3 shared	Amplify		Pending
Feedback	Converse		Pending
Final tweaks and refinement	Amplify		Pending
Spacial design approved into technical drawings	Amplify		Pending
2D DESIGN			
2D Event VI dev based on Fa & Fon deck	Amplify		Pending
2D Event VI R1 shared	Amplify		Pending
2D Event VI refined	Amplify		Pending
2D Event VI dev approved	Converse		Pending
Invite creative shared	Amplify		Pending
Invite creative approved	Converse		Pending
Asset matrix build out	Amplify		Pending
Approval on all large format graphic requests	Converse		Pending
Large format print design and artwork	Amplify		Pending
Small format print design and artwork	Amplify		Pending
All large format to print	Amplify		Pending
All small format to print	Amplify		Pending
All print arrives onsite for install	Amplify		Pending
VENUE & LOGISTICS			
Site Recces	AMP x CON		Pending
Finalise top three venue options	AMP x CON		Pending
Confirm venue selection	Converse		Pending
All venue specs and floor plans recieved	AMP x CON		Pending
Contracting process and payment	Amplify		Pending
Confirm space allocation	Amplify		Pending
Floorplan Shared with Venue	Amplify		Pending
Confirm timings for staffing and security	Amplify		Pending
Share branding and customer journey with venue	Amplify		Pending
F&B			
Confirm numbers for F&B budget	Amplify		Pending
Food and beverage planning	Amplify		Pending
Approve bar and food menu	Amplify		Pending
SET, AV + TECH			
Supplier briefing and scoping	Amplify		Pending
Drawings based on venue allocation	Amplify		Pending
Site visit w/ all suppliers	Amplify		Pending
Technical requirements for talent confirmed	AMP x CON		Pending
Supplier quoting	Amplify		Pending
Sound and lighting plotting	Amplify		Pending
Floorplans to be updated with technical elements	Amplify		Pending
Technical drawings for scenic	Amplify		Pending
Build production and scenic deadline	AMP x CON		Pending
Fabrication and build scenic elements	Amplify		Pending
Final crew lists	Amplify		Pending
Loading and trucking	Amplify		Pending
Install and build	Amplify		Pending
Derig	Amplify		Pending
HOLOGRAM DEV			
Kick off call	Amplify		Completed
Asset format confirmed and assets supplied for review	Amplify		Pending
London Showroom visit/ venue recce	AMP x CON		Pending
Hologram size confirmed	AMP x CON		Pending
Display hardware confirmed	Amplify		Pending
Storyboard development	Amplify		Pending
Storyboard approved	Converse		Pending
Hologram production	Amplify		Pending
EVENT PERSONNEL			
Staffing requirements outlined	Amplify		Pending
Profiles approved	AMP x CON		Pending
Uniforms confirmed and staff sizing > Converse	Amplify		Pending
Staff briefing session	AMP x CON		Pending
BUDGETS			
Confirmation of initial budget	Converse		Pending
Review of budget & updates	AMP x CON		Pending
Review of time spent	AMP x CON		Pending
Review of budget items & confirmation of final budget	AMP x CON		Pending
Reconciliation	Amplify		Pending
CONVERSE R&RS			
RETAIL			
Retail talent suggestions obtained	Retailers		
Secure retail partner	Converse		
Confirm venue & sign contract	Agency		
Order Product	Retailers		
Secure retail partner	Converse		
DIGITAL / CONTENT			
Graphic direction draft	Converse		
Feedback	Converse		
Graphic direction approved for all event collateral	Converse		
Sign off from Legal and Privacy	Converse		
Digital - global social briefed	Converse		
Invitation Graphic developed	Agency		
Invitation sent	Converse		
Email Acquisition / Sign up plan	Converse		
Event Capture plan - W.E	Converse		
PRODUCT			
Heel			
Square toe			
Wedge			
Martine Ali Wedge			
Martine Ali XX high - 14th March			
End X square toe - March