



FINDING BALANCE IN YOUR CREATIVE PROJECT

COLLABORATION AS A PATHWAY TO SUCCESS

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Your Panel

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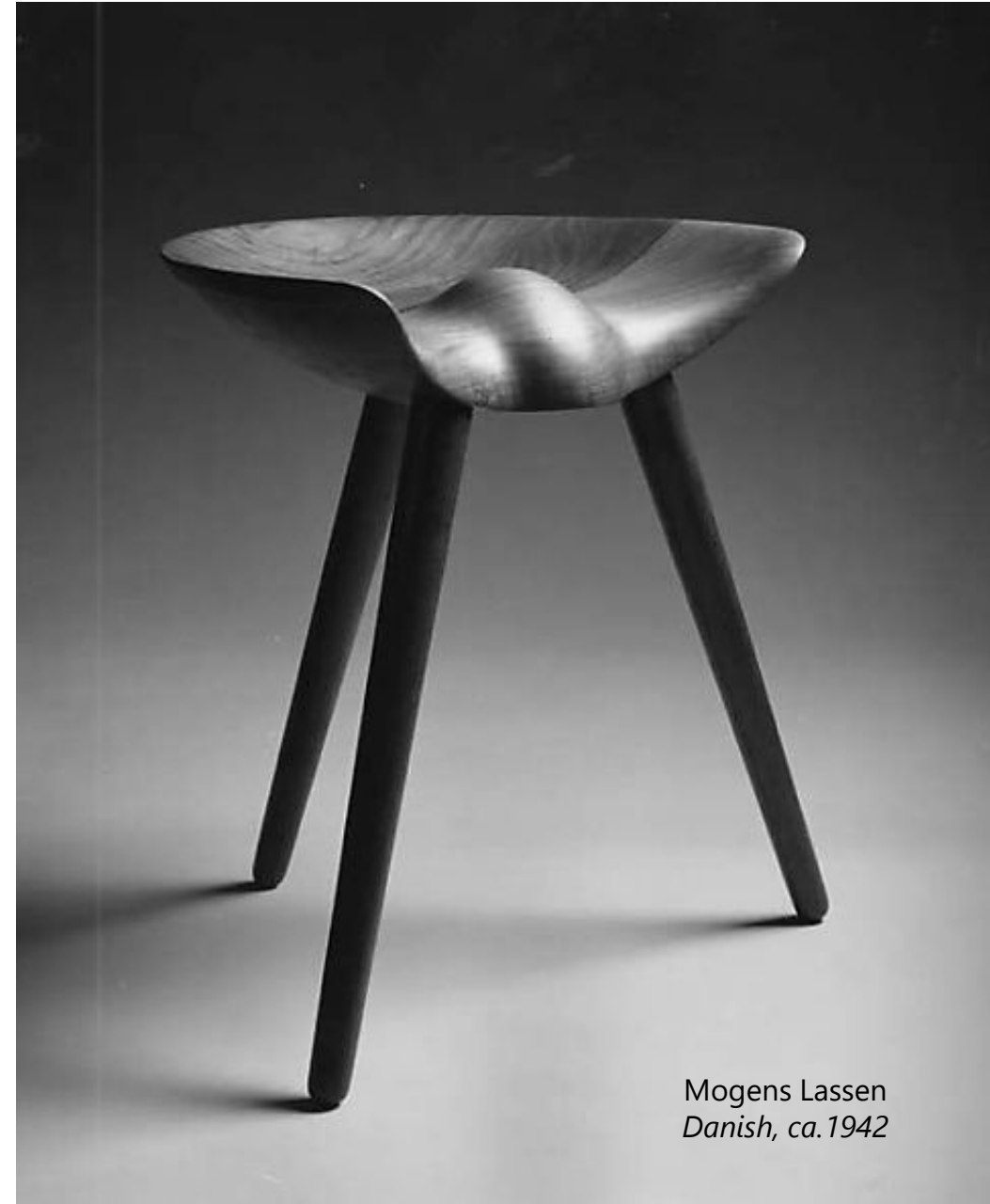


What is the Goal?

1. Instead of "we want a display" define the narrative you are trying to tell
2. A display can be the main canvas for telling this story, but not the only one
3. Understand the "Day Two" operational plan, and capability to execute plan
4. Is the content pre-rendered, generative, interactive?

Three-Legged Stool

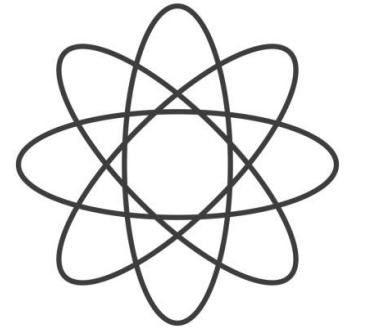
1. The creative content
2. Content management systems
3. The LED display



Step Zero:

Bring in competent partners

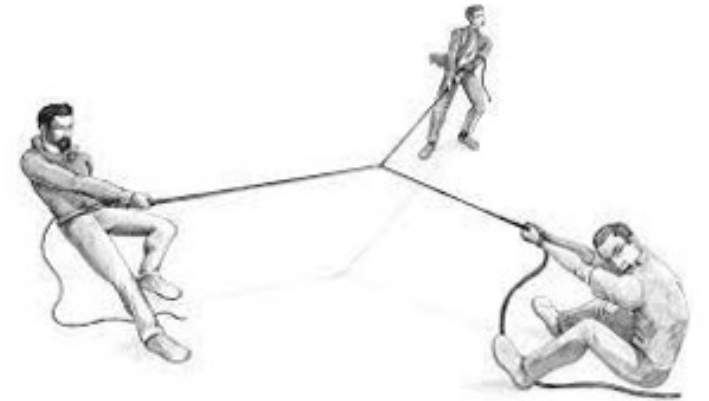
- Purchasing professionals are excellent at getting the lowest cost, but are not beholden to the creative outcomes
- Finding partners who have compatible solutions to deliver on the creative vision is critical to the overall success
- Nothing worse than a partner who won as 'low bidder', only to weaponize change orders to claw back profitability!
- Someone needs to lead the creative, technical and budget



Step One:

Define and understand the budget

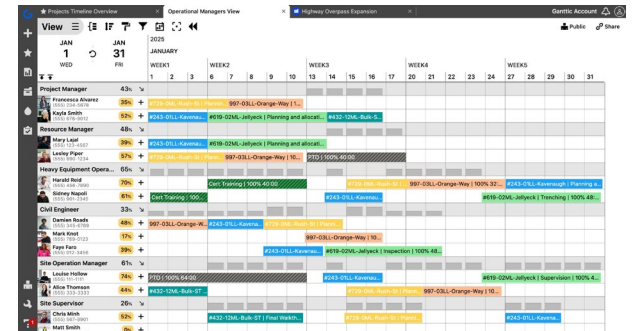
- Planning the budget to incorporate ALL the critical elements
- Each partner should understand their role in achieving the desired results on time and on budget
- Overspending (or underspending) on ANY critical element will lead to suboptimal results





Step Two: Plan the work, work the plan

- Set a realistic timeline and properly chart (Gantt, etc)
- Define gates or milestones to check progress against the plan
- Identify any knowable contingencies at the start, and update both the progress against these, and any unforeseen items as they arise



Step Three: Communicate, communicate, commu...

- Get all stakeholders on the same page UP FRONT
- Clearly define scope and responsibilities
- Have regular check-ins with all major stakeholders to keep the lines well-defined and keep the project moving ahead on time and budget



Step Four: Commit to success

- All parties **MUST** be committed to the outcome
 - Parties that demonstrate a “not my problem” mindset are indeed the problem
 - When “all hands on deck”, this means all partners
- Be willing to adapt your scope, including the dreaded change order, as the project definition evolves
- NO FINGER POINTING ALLOWED!

