GET STARTED

PRODUCTION PROCESS OVERVIEW

Wondering what happens after a client clicks on the “Get Started” button and submits a Project Inquiry Form? Here’s a look at our production process.

1. **PROJECT INQUIRY FORM SUBMITTED**
   - www.ohio.edu/ucm/start/

2. **UCM PROJECT INQUIRY FORM REVIEWED BY UCM STAFF**

3. **UCM OR VENDOR PROJECT TEAM ASSEMBLED**
   - Based on objective and available resources

4. **KICKOFF MEETING WITH UCM AND CLIENT**
   - Defines scope, strategy, and resources

5. **CREATIVE BRIEF TO CLIENT**
   - Describes roles, responsibilities, timeline and cost estimate

6. **UPON CLIENT APPROVAL OF BRIEF, WORK BEGINS**
   - Approvals and client meetings at key milestones

7. **PROOF PROVIDED TO CLIENT BY UCM**
   - Approvals and client meetings at key milestones

8. **KICKOFF MEETING WITH VENDOR, UCM, AND CLIENT**
   - Defines scope, strategy, and resources

9. **CREATIVE BRIEF TO UCM/CLIENT**
   - Describes roles, responsibilities, timeline, and cost estimate

10. **UPON UCM/CLIENT APPROVAL OF BRIEF, WORK BEGINS**
    - Approvals and client meetings at key milestones

11. **PROOF PROVIDED TO UCM/CLIENT BY VENDOR**
    - Approvals and client meetings at key milestones

12. **CLIENT APPROVALS**
    - Approvals and client meetings at key milestones

13. **UCM/CLIENT APPROVALS**
    - Approvals and client meetings at key milestones

14. **DELIVERY OF PROJECT**