

Task	Next steps	Action	Responsibility	Deadline
Follow up - Budget Proposal - Canberra	Meet with Patricia to discuss the Blueboat process and potential contacts for interstate flights i.e. MONA, MCA, ACCA		Bb / PP	09/11/12
	Follow up on meetings – Canberra Museum and Gallery, Canberra Tourism – to thank, follow up on requests and cement relationships/ contacts made		Bb	09/11/12
Supply of revised estimate to Julian	Kiff to supply Blueboat with costs for flights based on Julian's email (8/11)		KS	12/11/12
	Blueboat to revise costs based on 7/11 discussion and supply to Kiff for revision		Bb	12/11/12
	Blueboat to supply revised costing to CoC		Bb	13/11/12
	Blueboat to follow up with Julian at CoC		Bb	14/11/12
	Sign off scope by CoC	Awaiting advice	CoC	
Prepare to go live	Full team briefing on project going live	Pending budget approval	Bb	Jan 2013
	First CoC invoices to be raised		Bb	

Task	Next steps	Action	Responsibility	Deadline
Website / Digital Hub	Domain to be approved by PP and CoC		Bb/ CoC/ PP	31/01/13
	Domain to be registered		Bb	01/02/13
	Site map to be written		Bb	28/02/13
	Site map to be signed off		CoC / PP	13/03/13
	Pages to be designed		Bb	29/03/13
	CoC/ PP to review design and changes to be made			05/04/13
	Content to be created and collected (can be happening whilst pages are being designed)		Bb	08/04/13
	Create image bank/ library/ gallery		Bb	April 2013 – Image Capture
	Website inclusive of content and design to be signed off**		CoC / PP	12/04/13
	Website build		Bb	30/04/13
	Edit and upload videos in a suitable format (post Image Capture)		Bb	08/05/13
	Testing and go live		Bb	11/05/13
Creating a narrative	Briefing with Patricia regarding the concept and thinking behind the Sky Whale	Complete	Bb / PP	21/09/12
	Refine notes and identify key points and characteristics	Complete	Bb	05/10/12
	Create and tailor key messages to connect with audience segments		Bb	08/02/13
	Create schedule of messages across different mediums i.e. web, video, media kit, EDM		Bb	01/03/13
	Refinements to be made and messaging to be approved by CoC, PP		CoC / PP	08/03/13
Image capture/ Video	Budget pending approval		CoC	April 2013
Social media	Social Media strategy to be created, including identification of platforms and potential for teaser campaign before the launch		Bb	15/02/13
	Content to be created and mapped		Bb	15/03/13
	Strategy, content and platform design to be signed off by CoC / PP		CoC / PP	22/03/13
	Platforms to be designed and built (occurring in conjunction)		Bb	22/03/13

	Platforms to be populated (date depending on teaser strategy)		Bb	05/04/13
	Ongoing engagement to be maintained as per strategy		Bb	Ongoing
Media Kit	Content to be created: Press Release, Image Library, Video, Links, Fact Sheet, Backgrounder	To be ready for distribution upon inclusion of image capture images	Bb	01/03/13
	Create database of relevant contacts including Human Brochure bloggers		Bb	08/03/13 however, ongoing
	Content to be approved and signed off by CoC and PP		CoC / PP	06/03/13
	Digital versions to be created and distributed		Bb	08/03/13
	Limited run of hard copies to be created		Bb	13/03/13
EDM	Copy to be written – draw on content from the Media Kit		Bb	15/02/13
	EDM to be designed		Bb	20/02/13
	EDM to be built		Bb	31/02/13
	Database to be established		Bb / PP / CoC	15/03/13
	Approval and sign off		CoC / Bb	15/03/13
	EDM to be sent out and monitored		Bb	Tbc
Background information (possible education) resource	Blueboat and Patricia to prepare sheet of thought provoking questions for the general public to ask themselves before passing judgement on the piece		BB / PP	22/03/13
	Content to be signed off by CoC / PP		Coc / PP	29/03/13

*The above attempts to make dates as accurate as possible. However once a contract has been signed and agreed, Blueboat retains the right to review and refine and resupply as "final and locked in".