

HOW DIGITAL ASSET AND PROJECT MANAGEMENT FORUM

NOVEMBER 6, 2013 CHICAGO

Wednesday, November 6, 2013

8:45 am - 9:00 am

Welcome & Introduction

Andy Epstein, Head of The BOSS Group, Merck

9:00 am - 9:45 am

Project Management Fundamentals

Patrice Marturana, Project Management Team Coordinator, Merck Creative Studios

Effective project management is the operational foundation for every in-house team. Its utilization allows for the efficient movement of projects from one functional team to another, effective client management and powerful collaborative and quality control practices.

Project management methodologies, aligned staffing solutions, operational benefits and employee adoption and accountability will be discussed in this rich information intensive presentation.

10:00 am - 10:45 am

Project Management Integration

Christine Molinaro, Merck Creative Studios

Defining and documenting project management processes, policies and procedures and acquiring a system to move projects through a creative team only gets a creative group halfway to their destination. All those engaged in the creation of design deliverables and providing creative services have to be trained and enrolled in implementing the plan and utilizing the project management tool.

This session will present strategies, tactics and key insights addressing change management, training, onboarding and enrollment techniques to ensure that your team adopts and embraces project management best practices.

11:00 am - 11:45 am

Project Management Tool Selection

Dan Mucha, Senior Consultant, Cella Consulting

Choosing and implementing a project management system is a daunting task—there are many and varying levels of choices and price points. Cella Consulting's Dan Mucha will walk you through the top-level process to selecting the right solution for your creative team.

11:45 am - 1:00 pm

Lunch on Your Own

1:00 pm - 1:45 pm

SOPs, Archiving and File Naming Conventions

Andy Epstein, Head of The BOSS Group, Merck

This event addresses 3 of the cornerstones of operational best practices - SOPs, file archiving and file naming conventions. Providing high-level but actionable insights and tactics, the presentation will define Standard Operating Procedures and provide a roadmap for their creation and implementation, offer various file archiving options and showcase various file naming conventions and the circumstances that dictate their structure.

2:00 pm - 2:45 pm

Digital Asset Management - A Primer

Patrice Marturana, Project Management Team Coordinator, Merck Creative Studios

Digital asset management is a quickly evolving and, therefore, confusing field. Best practices are as diverse as its uses. Some firms will define DAM requirements as the need to file and easily retrieve individual files while others will define their requirements as distributing controlled content across the globe. In this session we'll explore the state of the industry and the importance of clearly defining your DAM strategy. We'll also discuss high level best practices while defining the digital asset process through the Digital Asset Lifecycle Model.

3:00 pm - 3:45 pm

Content Management Fundamentals

Christine Molinaro, Merck Creative Studios

The information that in-house groups need to include in deliverables has not only increased dramatically with the advent of new media, it has become more complex and technical in nature. Add to these developments the numerous iterations that content goes through and the multiple stakeholders providing critical and sometimes contradictory feedback along with regulatory and legal mandates and the need for strategies to manage that content becomes painfully obvious.

Content management best practices, staffing strategies and operational integration will be discussed in this presentation.

4:00 pm - 4:45 pm

The Power of Metrics

Dan Mucha, Senior Consultant, Cella Consulting

Capturing and analyzing metrics are not only critical to documenting the benefits and value proposition of your in-house model, they can be leveraged to assess operational and strategic gaps in your team and suggest potential solutions to those gaps.

This presentation will address the types of metrics you should be employing, ways to capture the associated necessary data and methods for analyzing, utilizing and presenting that data.

4:45 pm - 5:15 pm

Q&A and Wrap-up