Project management for marketing teams

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Agenda

Project management challenges (Matthew)
Project management best practices and tips (Layla)
Discussion, Q&A



Project management challenges for marketers

Scoping and budgets

Being really clear about what is and is not in scope is very important



Managing external dependencies

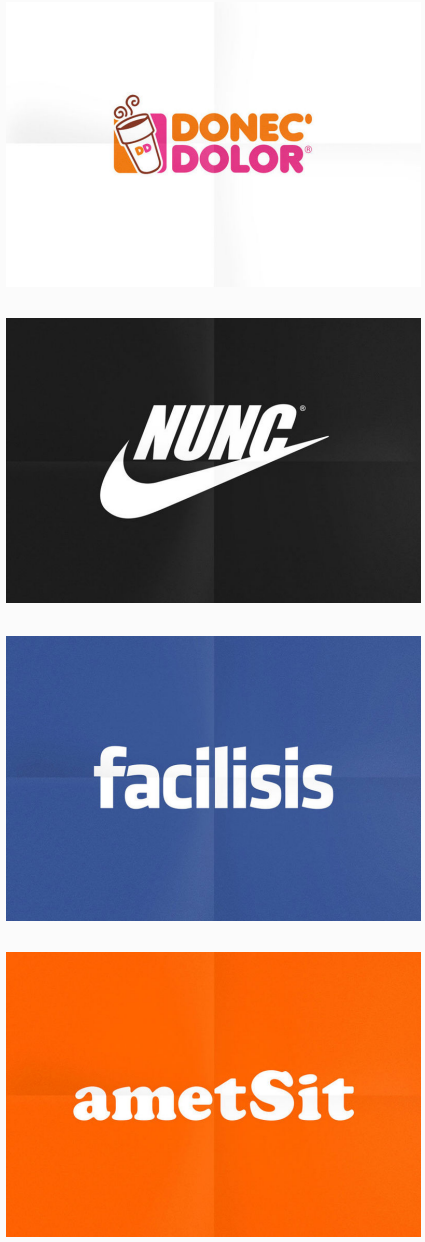
Clients often ask for 'if you spot anything' or implied knowledge transfer and training

We are also very dependent on client actions like approvals, SME interviews, webinar plans



Managing internal dependencies

Designs but only lorem ipsum placeholder text



Balancing creativity and process discipline

How do we apply the 'Checklist Manifesto' without compromising on creativity and quality?

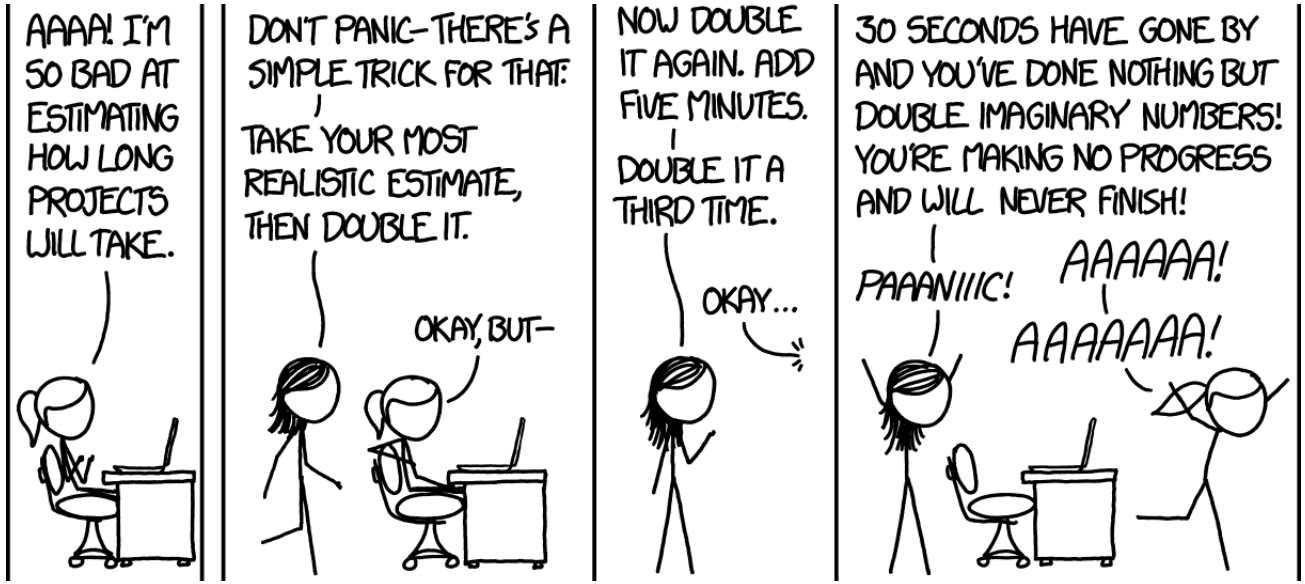


Responding flexibly to changes

Making allowances for changes in plan, delayed feedback or approvals etc. In other words, bloody clients.

Estimating schedules

Planning fallacy



Avoiding last minute ‘rush jobs’

Lack of preparation on your part does not constitute an emergency on my part

Nothing falls through the cracks or gets forgotten



And finally...





Let's talk

Video and slides appearing soon on articulatemarketing.com

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Email me with questions at matthew@articulatemarketing.com
Book a call with me: www.articulatemarketing.com/meet

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