



### **Our account management plan**

We take the view that – once appointed to a project – we become a natural extension of the client team. We are natural collaborators and believe that clear communication combined with assigned responsibilities are the keys to successful project outcomes. We will assign a Project Director and Project Manger to this project. The Project Director will be responsible for the overall management ensuring that each stage of work is completed on time and within budget. The Project Manager will ensure that the day-to-day running of the project stays on track and that there is a clear line of communication via email, telephone and video conferencing.

Upon appointment, we will establish a detailed project plan and timeline in collaboration with you. The project scope of work will also be put in writing in the final draft of the proposal, which in turn will become a reference document for the smooth running of the project. We will prioritise tasks in discussion with you and plan, schedule and manage our time and resources accordingly.

After each key milestone or agency/client meeting, the Project Manager will take notes and follow up with a contact report for the entire project team. This report will include next steps and clear actions which will be allocated via the Creative Director to the most appropriate member of the design team to action.

The project management team will map project status and progress against the overall project plan, as our resources undertake the scheduled work. Where necessary we will adjust schedules and do what is necessary to keep the project on track. After you have approved each stage and project tasks are complete, in dialogue with you, we will evaluate their success so that we're confident we are producing the best work possible.

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