

# Amy's Tips for Feedback on Creative Projects

## 1. Define Expectations in a Contract

Please work with an attorney, these are just my personal suggestions based on experience, not legal advice!

- Scope of Work
  - What are your deliverables?
  - What does the client need to provide to you and by when?
    - Existing assets, logos, brand guides
    - Access to experts/interviewees
  - Define the “What If’s”
    - # of Reviews, Versions, Iterations – who defines?
    - How are notes provided?
      - i.e. stipulate in Frame.io, in Air Table, etc.
    - Assets and who confirms they don’t violate copyright?
    - What constitutes each “Final” deliverable?
    - What happens if changes are made after picture-lock? (does “lock” even exist any more?)
- Term
  - When does the contract start and end?
  - What happens when a client wants something after the end?
  - What about clients with lengthy boilerplate file maintenance requirements?
- Deliverables Schedule
  - How many business days after an approval is the next deliverable due?
  - Include All Stakeholders
  - Be sure key people aren’t left out of the initial conversations for defining the SOW
  - If they aren’t present, be sure summary emails go to all, or they are included in follow up meetings
  - Are there added fees for same-day turnarounds?
  - Be clear about whether term extensions come with added fees even if deliverables do not change
- Consider Client’s Perspective
  - How may my Counterparty see this situation?
  - What are our BATNA alternatives?
  - What are their BATNA alternatives?
  - Rehearse a bank of How and What questions
  - Role play with AI



## **2. Include All Stakeholders Early in Your Process**

- Be sure key people aren't left out of the initial conversations for defining the SOW
- If they aren't present, be sure summary emails go to all, or they are included in follow up meetings

## **3. Kick Off Meeting is Vital**

- Even for repeat clients/existing teams
- Re-iterate project goals – “what does success look like?”
- Ask questions to discover hidden extras– how will this be used? Will there be other versions/ deliverables?
- Reiterate contract parameters
  - How many people are involved in feedback?
  - Friendly but firm on what constitutes a “change order”

## **4. Use a Creative Brief Up Front**

- Goals
- Target Audience
- Stylistic Approach
- Existing Assets
- Milestones and Deliverables
- Input & Final Approvals
- Return to the Brief During Reviews

## **5. Use a Technical Brief Up Front**

- Acquisition Specs
- Delivery Specs
- How is this project being consumed?
- What are our technical deliverables?
- Return to the Brief During Reviews

## **6. Build Personal Client Relationships**

- Understand risk from their point of view
- Include regular touch base times
- Include higher-up's at early stages—concepting, creative brief, scripting—to avoid surprises
- Send reminders about upcoming decisions and deadlines before you request them
- Be clear about impact of decisions
- Propose solutions with problems

## **7. Train clients on time-saving feedback tools and workflows**

- File transfers
- Video reviews
- Social media reviews/caption approvals



- Do you need to be part of their PM systems? Is training/retraining your team or theirs covered in your overhead/billing?

## **8. Put AI to Work for You**

- Automate Admin Workflows
  - Take meeting notes
  - Create change order summaries
- Support Production
  - Storyboarding
  - Assistant Editor functions
    - Locate and tag similar images
    - De-dup images
  - Scratch VOs for approvals
  - Color grading, Audio pre-mixes, etc.
- Automate Billing Workflows
  - Create spreadsheets
  - Tag financial transactions
- Practice a Negotiation or Difficult Discussion

## **9. Make Meetings Culture Work Better**

- Use Brief Standing Meetings for long-term projects (20-30 mins max)
- Pick days/times when you are unproductive anyway (right after lunch? Thursdays at 4pm?)
- Always Use an Agenda
- State at top that entire meeting time doesn't need to be filled if agenda has been covered
- Designate ONE Person to Send Summary ALWAYS (not AI)
- End with Action Items

