

Expectations

- Notify DoStuff at least 1 month prior to the lineup launch date with festival information and site to matchup.
- Determine if your team or the festival team will be responsible for managing content (the Fest Admin is similar to your Metro Admin, so you taking responsibility is best for quick turnaround)
 - Metro = Point: Handle client communication and training, content management (band images, Grooveshark, etc.) and collection of assets
 - DoStuff = Support: Supply resources needed to complete tasks such as initial set-up, a designer, and troubleshooting
- This process requires a significant amount of time on behalf of all parties so it is pertinent that expectations are clear to ensure a successful launch

Metro

- Finalize agreement with festival
- Send DoStuff festival link and launch date
- Notify DoStuff of any custom festival requests
- Retrieve festival assets
- Send DoStuff lineup spreadsheet
- Upload festival assets
- Complete artist content
- Sort and tier the lineup
- QA lineup content and design
- Send list of tweaks to DoStuff
- Unlock lineup

- Send DoStuff schedule launch date
- Send DoStuff schedule spreadsheet
- Complete event content
- QA schedule content and design
- Send list of tweaks to DoStuff
- Unlock schedule

DoStuff

- Setup all of festival back-end/Admin
- Customize festival settings
- Create Asana project and assign tasks to metro
- Send "Getting Started" email to Metro
- Assign and complete matchup
- Import lineup spreadsheet
- Call to train metro on Fest Admin
- Setup and test co-reg
- Complete tweaks from QA
- Monitor servers

- Import schedule spreadsheet
- Call to train metro on Fest Admin
- Complete tweaks from QA
- Monitor servers

LINEUP PHASE

Getting Started
4 weeks out

Managing Content
2 weeks out

Testing
1 week out

**Day of
Lineup Launch**

SCHEDULE PHASE

Managing Content
2 weeks out

Testing
1 week out

**Day of
Schedule Launch**

