

THE SELECTOR PROJECT MILESTONES 2022/23

Workstreams (Gantt Chart)	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY
IABFS/ CLUB TAB 07- The Club 08 - IABFS	Consolidate the IAB and membership by year end 7.02-7.06 Rules procedures and promotion of the Club and IABFS. 8.02 combine the dbase	Focus on soft launch of the Selector journal to the IAB and prepare to invite Selectors to join the Club. Constitution/rules 4.01 7.07 Marketing plan for club completed 7.02-7.07/4.03 How to join the club, rules, procedures. Relationship with IAB and how members benefit from club membership.	Launch the Club to IAB recommendations. 5.05/6.04 contacts database for club membership implemented. 7.07 IS the marketing plan for the Club	Launch a membership drive to encourage membership of the Club and reach critical mass by end May. (+revenue)	On-going membership drive	holidays
AM INDUSTRY TAB 11 - Partners 12 - Sales & Marketing	Identify 4 founder partners from different sectors with letter from IAB.	Engage the Founders with the IAB to thrash out the working relationship for the future. And how the journal and approach we're taking shapes up from their perspective, also in light of the Club concept. (+revenue Contracts 4.02	The Founders will be monitoring progress. Develop a marketing strategy for sales to the wider industry and linked to developments within the Selector, IAB and Club 5.04 CRM dbase established	Implement the marketing strategy for sales to the wider industry and linked to developments within the Selector, IAB and Club		
THE SELECTOR TABS: 02 - Content & Website	5.03 Editorial management tool established 5.06 payment system established	5.02 Survey dbase established 5.05 Contact dbase established				
OTHER TABS: 03 Finance 04 Legal & Staff 05 Tech 06 Other Participants 09 Video podcasting 10-competitor analysis		6.01 Prep to write to other institutions and 6.02 academia for The Selector. 8.02 Excel: develop Excel spreadsheet for IABFS members ready for use with Club members	Excel spreadsheet for club members launched 5.01 5.07 Sam to test al the Tech support systems			