

Preceded by: 6-Product Family Production Launch (PM4)

6a-Operations Role at Launch Meetings (OS4)

Followed by: 7-Formal Author Contact with Schedule and Plan (PM5)

Why: *Operations Specialists are valuable attendees at parent family pre-launch and launch meetings, with regard to scheduling, budgeting, and manufacturing specifications.*

Who: *Operations Specialist, In-house Project Manager/Liaison; Full Service Vendor Project Manager, Art Director, Media Project Manager*

Skills Needed: *Operations Specialist should be able to assess the costs involved in Manufacturing, Design, and Production*

Knowledge Base Needed: *PIMS*

TASK: Product Family Production Pre-Launch

Step 1: **In-house Project Manager (PM)/Liaison** calls pre-launch meeting based on request from **Art Director (AD)**, **Media Project Manager (MPM)**, Operations Specialist (OS), and/or **In-house PM/Liaison** needs. There can be as many pre-launch meetings as necessary for a product family but all must be coordinated across all production departments to best utilize time and resources. **In-house PM/Liaison** must always provide a written agenda, which is distributed prior to the meeting.

Pre-Launch attendees from editorial include:

Acquisitions Editor (AE)

Media Editor (ME)

Developmental Editor (DE) if necessary

Step 2: Prior to the Product Family Production Pre-Launch, OS verifies trim, binding style, paper, number of colors, and cover treatments against budget.

Step 3: At pre-launch OS should address any concerns about specific design treatments, which affects manufacturing costs.

TASK: Product Family Production Launch

Step 1: **In-house Project Manager (PM)/Liaison** calls launch meeting based on request from **Art Director (AD)**, **Media Project Manager (MPM)**, Operations Specialist (OS), and/or **In-house PM/Liaison** or Full Service Vendor Project Manager (FSVPM) needs. There should be only one launch meeting for a product family coordinated across all production departments to best utilize time and resources. However some challenging titles may require a second launch or “re-launch”. **In-house PM/Liaison** must always provide a written agenda, which is distributed prior to the meeting.

Launch attendees from editorial include:

Acquisitions Editor (AE)

Media Editor (ME)

Developmental Editor (DE) if necessary

Step 2: At the production launch meeting, OS

- Reviews proposed schedule
- Verifies vendors
- Verifies paper
- Reviews all special cover treatments (as requested by design) for overall financial impact during life of edition and will confirm/reject implementation.
- Reviews overall budget, if necessary, including all supplement costs
- Confirms who pays for index, permissions, art drafting, etc. If costs are to be charged back to author this information must be filled out on the “Contract” page of the title in PIMS.

Step 3: Following the launch, **In-house PM/Liaison** enters this information in PIMS using the Launch Notes.

TASK: Virtual Launch

Step 1: In the event a formal product family production launch meeting is not required, the **In-house PM/Liaison** will send an e-mail to all team members with complete spec and budget information. OS then:

- Reviews proposed schedule
- Verifies vendors
- Verifies paper
- Reviews overall budget, if necessary, including all supplement costs
- Confirms who pays for index, permissions, art drafting, etc... If costs are to be charged back to author this information must be filled out on the “Contract” page of the title in PIMS.
- **In-house PM/Liaison** inserts estimate file to printer and estimate instock date.

If the budget is not adequate, the OS must notify the **In-house PM/Liaison** and AE for the product and production is halted until funding is secured.

TASK: Design Presentations

Step 1: During design presentations, either concept or full design presentations, the OS

- Reviews the proposed color palette for tint gradations
- Reviews the proposed layout for comp category
- Validates that overall design costs will be within budget