

# ENTERTAINMENT PROJECT LIFE CYCLE SIX "DIAMOND" PROCESS

	Analysis Phase (Business Planning)	Investigation Phase (Creative)	Concept Development Phase	Show Development Phase	Production Phase	Production Previews / Opening Phase	Operating Phase	Closing or Continue
DECISION POINTS	◆1A	◆1B	◆2	◆3	◆4A	◆4B	◆5	◆6
<b>SUMMARIES</b>	<ul style="list-style-type: none"> <li>Entertainment Project Summary</li> <li>Strategy</li> <li>Research</li> <li>Benchmarking</li> <li>Drivers</li> <li>Client</li> </ul>	<ul style="list-style-type: none"> <li>Entertainment Project Summary</li> <li>Preliminary Production Responsibility Matrix</li> </ul>	<ul style="list-style-type: none"> <li>Entertainment Project Summary</li> <li>Production Responsibility Matrix</li> </ul>	<ul style="list-style-type: none"> <li>Entertainment Project Summary</li> <li>Final Pro-forma</li> </ul>	<ul style="list-style-type: none"> <li>Production Book</li> <li>Production Responsibility Matrix</li> </ul>			<ul style="list-style-type: none"> <li>Tie Back to Strategic Foundation</li> <li>Post Mortem</li> </ul>
<b>REVIEWS</b>	<ul style="list-style-type: none"> <li>Idea</li> </ul>	<ul style="list-style-type: none"> <li>High Concept</li> </ul>	<ul style="list-style-type: none"> <li>Entertainment Review</li> <li>Entertainment Peers</li> <li>Entertainment Champions /Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Preliminary Review</li> <li>Script</li> <li>Music</li> <li>Design</li> </ul>	<ul style="list-style-type: none"> <li>Design</li> <li>Script</li> <li>Music</li> </ul>	<ul style="list-style-type: none"> <li>Previews</li> <li>Audience Feedback</li> </ul>		
<b>CREATIVE</b>	<ul style="list-style-type: none"> <li>Idea</li> <li>Research</li> <li>Brainstorming</li> </ul>	<ul style="list-style-type: none"> <li>High Concept</li> <li>Preliminary Show OutlineElements</li> <li>Research</li> </ul>	<ul style="list-style-type: none"> <li>Show Outline Elements:</li> <li>Story / Treatment</li> </ul>	<ul style="list-style-type: none"> <li>Rough Script</li> <li>Music demos/scratch tracks</li> <li>Casting</li> </ul>	<ul style="list-style-type: none"> <li>Final Casting</li> <li>Rehearsals</li> <li>Final Script</li> <li>Music production</li> <li>Rehearsal Tracks</li> </ul>	<ul style="list-style-type: none"> <li>Adjustments</li> <li>Show Tapes</li> </ul>	<ul style="list-style-type: none"> <li>CD's</li> <li>Contingency Show Directions</li> <li>Video Documentation</li> </ul>	<ul style="list-style-type: none"> <li>CD's</li> <li>Final corrected documentation</li> </ul>
<b>DESIGN</b>	<ul style="list-style-type: none"> <li>R&amp;D and Brainstorming</li> </ul>	<ul style="list-style-type: none"> <li>Research Visuals</li> <li>Treatment/Mood Boards</li> <li>Pencil Sketches</li> </ul>	<ul style="list-style-type: none"> <li>Storyboards</li> <li>Pencil Sketches</li> <li>Stylistic Approach</li> <li>Concept Design</li> <li>Show Milestone Schedule</li> </ul>	<ul style="list-style-type: none"> <li>Complete Art Drawings</li> <li>Costume Swatches</li> <li>Finalize Design</li> </ul>	<ul style="list-style-type: none"> <li>Produce/Review Shop Drawings / Construction</li> <li>Color "palettes"</li> <li>Art Detail to Vendors</li> </ul>	<ul style="list-style-type: none"> <li>Installation Support</li> <li>Test &amp; Adjust</li> </ul>	<ul style="list-style-type: none"> <li>Video Documentation</li> <li>Reviews</li> </ul>	<ul style="list-style-type: none"> <li>Final documentation</li> </ul>
<b>TECH/ ENGINEERING</b>		<ul style="list-style-type: none"> <li>Limited Feasibility</li> <li>Identify High Risk Items/Prototypes</li> <li>Initial Site Studies / Impacts</li> </ul>	<ul style="list-style-type: none"> <li>Conceptual Design</li> <li>Schematic Design</li> <li>Preliminary Technical Responsibility Matrix</li> <li>Feasibility Report</li> <li>Preliminary Engineering Design</li> </ul>	<ul style="list-style-type: none"> <li>Show Element Design Specifications</li> <li>Create Show Bid Pkg</li> <li>Finalize Technical Responsibility Matrix</li> <li>Engineering Design Requirements</li> <li>Final Equipment</li> <li>Consider All Feasibility Impacts</li> </ul>	<ul style="list-style-type: none"> <li>Facility Demolition/Construction</li> <li>Field Directives</li> </ul>	<ul style="list-style-type: none"> <li>Programming</li> <li>Rehearsal</li> <li>Capture All Changes</li> </ul>	<ul style="list-style-type: none"> <li>Maintenance Manuals</li> <li>Operational Manuals</li> </ul>	<ul style="list-style-type: none"> <li>Finalize Costs</li> <li>Finalize Tech Documentation</li> </ul>
<b>OPERATIONS</b>		<ul style="list-style-type: none"> <li>Operating Parameters</li> </ul>	<ul style="list-style-type: none"> <li>Operating Parameters</li> </ul>	<ul style="list-style-type: none"> <li>Projected Operating Impacts</li> </ul>	<ul style="list-style-type: none"> <li>Develop Operating Plan</li> </ul>	<ul style="list-style-type: none"> <li>Rehearsal Support</li> </ul>	<ul style="list-style-type: none"> <li>Standard Operating Guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Document Changes Made During Operations</li> </ul>
<b>CHRONOLOGY</b>	<ul style="list-style-type: none"> <li>Timeline</li> </ul>	<ul style="list-style-type: none"> <li>Timeline More Defined</li> </ul>	<ul style="list-style-type: none"> <li>Milestones</li> </ul>	<ul style="list-style-type: none"> <li>Proposed Production Schedule</li> </ul>	<ul style="list-style-type: none"> <li>Production Schedule</li> </ul>	<ul style="list-style-type: none"> <li>Production Schedule</li> </ul>	<ul style="list-style-type: none"> <li>Actuals</li> </ul>	<ul style="list-style-type: none"> <li>Actuals</li> </ul>
<b>FINANCIAL</b>	<ul style="list-style-type: none"> <li>Seed Money</li> <li>Financial Criteria</li> <li>Analysis</li> <li>Funding for Investigation Phase 1B</li> </ul>	<ul style="list-style-type: none"> <li>Preliminary Pro Forma / Analysis</li> <li>Funding for Concept &amp; Show Development</li> </ul>	<ul style="list-style-type: none"> <li>Conceptual Appraisal</li> <li>Revised Pre Pro Forma / Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Internal Reviews Modifications</li> <li>Full Project Funding/Capital Authorization Request</li> </ul>	<ul style="list-style-type: none"> <li>Production Budget</li> </ul>	<ul style="list-style-type: none"> <li>Production Budget</li> </ul>	<ul style="list-style-type: none"> <li>Actuals</li> </ul>	<ul style="list-style-type: none"> <li>Actuals</li> </ul>
<b>CONFIDENCE RATIOS</b>		<ul style="list-style-type: none"> <li>Rough Order Of Magnitude</li> </ul>	<ul style="list-style-type: none"> <li>60/40</li> </ul>	<ul style="list-style-type: none"> <li>80/20</li> </ul>	<ul style="list-style-type: none"> <li>80/20</li> </ul>	<ul style="list-style-type: none"> <li>80/20</li> </ul>	<ul style="list-style-type: none"> <li>100/0</li> </ul>	<ul style="list-style-type: none"> <li>100/0</li> </ul>
<b>MARKETING</b>	<ul style="list-style-type: none"> <li>Brand Issues</li> <li>Review "Road Map Destination"</li> </ul>	<ul style="list-style-type: none"> <li>Marketing Strategy</li> <li>Preliminary Plan</li> </ul>	<ul style="list-style-type: none"> <li>Marketing Plan</li> </ul>					