

WALT DISNEY ENTERTAINMENT PROJECT LIFE CYCLE

	Analysis Phase (Business Planning) ◆1A ◆	Investigation Phase (Creative) ◆1B ◆	Concept Development Phase ◆2 ◆	Show Development Phase ◆3 ◆	Production Phase ◆4A ◆	Production / Opening Phase ◆4B ◆	Operating Phase ◆5 ◆	Closing or Continue ◆6 ◆
DECISION POINTS SUMMARIES	<ul style="list-style-type: none"> Entertainment Project Summary Strategy Research Benchmarking Drivers GSM Data Idea 	<ul style="list-style-type: none"> Entertainment Project Summary Preliminary Production Responsibility Matrix High Concept High Concept Preliminary Show Outline/Elements Research Research Visuals Treatment/Mood Boards Pencil Sketches Limited Feasibility Identify High Risk Items/Prototypes Initial Site Studies/Impacts Operating Parameters Timeline More Defined Financial Criteria More Defined Preliminary Pro Forma / Analysis Funding for Concept & Show Development Rough Order Of Magnitude Marketing Strategy Preliminary Plan 	<ul style="list-style-type: none"> Entertainment Project Summary Production Responsibility Matrix Entertainment Review Entertainment Peers Entertainment Stakeholders PWED Review Show Treatment Show Outline/Elements Story Beat Outline Storyboards Pencil Sketches Stylistic Approach Concept Design Package Show Milestone Schedule Design Conceptual Design Intent Schematic Design Preliminary Technical Responsibility Matrix Feasibility Report As-build If Existing Venue Preliminary Engineering Design Intent Prove Feasibility Operating Parameters Milestones Conceptual Appraisal Revised Pre Pro Forma / Analysis 60/40 Marketing Plan Incremental Attendance (if required) 	<ul style="list-style-type: none"> Entertainment Project Summary Final Pro-forma Matrix Production Responsibility Matrix Preliminary Review Script Buy-off Review Music Design Rough Script Music demos/scratch tracks Casting Complete Art Drawings Swatches, Photos Finalize Design Development Drawing Packages Show Element Design Intent (Specifications) Create Show Bid Pkg Finalize Technical Responsibility Matrix Engineering Design Intent or D.S.R. Final Equipment Lists Capture All Feasibility Impacts Projected Operating Impacts Production Schedule Internal Reviews & EFC Modifications Full Project Funding/Capital Authorization Request 80/20 	<ul style="list-style-type: none"> Production Book Production Responsibility Matrix Buy-Off Review Script Music Final Casting Rehearsals/Final Script Music production Working Script Rehearsal Tracks Produce/Review Shop Drawings Color Elevations/Callouts Art Detail to Vendors Facility Demolition/Construction Field Directives Develop Operating Plan Production Schedule Production Budget 80/20 	<ul style="list-style-type: none"> Previews Audience Feedback Adjustments Show Tapes, Sheet Music Prompt Book Installation Support Test & Adjust Programming Rehearsal Support Capture All Changes Rehearsal Support Production Schedule Production Budget 80/20 	<ul style="list-style-type: none"> Post Mortem CD's, Sheet Music Prompt Book Contingency Show Directions Video Documentation / Interview SQS Documentation As-built drawings Video Documentation / Interview Maintenance Manuals Incorporate Red-Line Information Standard Operating Guidelines Actuals Actuals 100/0 	<ul style="list-style-type: none"> Tie Back to Strategic Foundation GSM Data Key Learnings CD's, sheet music Current Documentation Any Adjustments Made During Operation Finalize Costs Finalize Tech Documentation Changes Made During Operations Actuals Actuals 100/0
REVIEWS								
CREATIVE	<ul style="list-style-type: none"> Idea Research Brainstorming 							
DESIGN	<ul style="list-style-type: none"> Support R&D and Brainstorming 							
TECH/ENGINEERING								
OPERATIONS								
CHRONOLOGY	<ul style="list-style-type: none"> Timeline 							
FINANCIAL	<ul style="list-style-type: none"> Seed Money Financial Criteria Analysis Funding for Genesis 1B 							
CONFIDENCE RATIOS								
MARKETING	<ul style="list-style-type: none"> Brand Issues Review Road Map 							