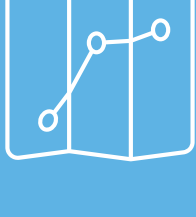



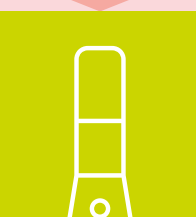


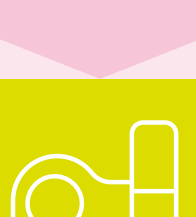


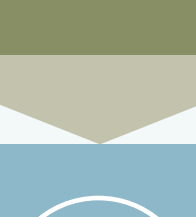

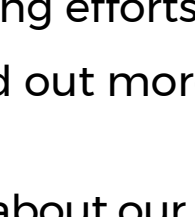



Create the ideal white paper in eight weeks

Meticulous planning and realistic deadlines are essential if you want to create a successful white paper. Over the last 20 years, we have been refining this approach to ensure every white paper we create is on time, on budget, and on message. Here is our step-by-step guide to roles, responsibilities and milestones.

WEEK 1	<p>WE WILL:</p> <ul style="list-style-type: none"> Establish project objectives and audience Identify the main stakeholders and who will be responsible for signoff Agree on topics for the white paper 	 Project kick-off & scoping	<p>YOU WILL:</p> <ul style="list-style-type: none"> Provide brand guidelines and tone of voice Identify client interviewees Agree on timelines based on stakeholder availability 	WEEK 1
WEEK 1	<p>WE WILL:</p> <ul style="list-style-type: none"> Writer to research topic area Writer to produce a list of questions for the interviewees to have in advance 	 Desk research	<p>YOU WILL:</p> <ul style="list-style-type: none"> Review and approve list of questions 	WEEK 1
WEEK 2	<p>WE WILL:</p> <ul style="list-style-type: none"> Typically, two or three interviews, preferably held on separate phone calls List of questions can be adapted for each interviewee 	 Interview process	<p>YOU WILL:</p> <ul style="list-style-type: none"> Interviewee to be briefed in advance by the project sponsor about paper and objectives 	WEEK 2
WEEK 2	<p>WE WILL:</p> <ul style="list-style-type: none"> Writer will produce a white paper outline to establish the content and flow of the paper 	 Outline	<p>YOU WILL:</p> <ul style="list-style-type: none"> Outline will be shared with the project sponsor and interviewees for input 	WEEK 2
WEEK 3	<p>WE WILL:</p> <ul style="list-style-type: none"> Once the outline has been signed off, Futurity will start the writing process The draft will go through the Futurity quality assurance process The draft will be in Microsoft Word format (or Google Docs as required) 	 Writing		WEEK 3
WEEK 4		 Review draft	<p>YOU WILL:</p> <ul style="list-style-type: none"> Main stakeholders and experts should review the draft Consolidate changes and comments in file using the Word revisions functionality Ensure that all revisions are agreed between stakeholders and no changes are lost 	WEEK 4
WEEK 4	<p>WE WILL:</p> <ul style="list-style-type: none"> Futurity will take the stakeholder comments and produce second draft 	 Second draft & review	<p>YOU WILL:</p> <ul style="list-style-type: none"> Review cycle to repeat until signoff - max three times 	WEEK 4
WEEK 5	<p>WE WILL:</p> <ul style="list-style-type: none"> Design team will produce a PDF version of the document using the agreed brand guidelines Select images for the paper - stock or brand library Draft PDF will go through Futurity quality assurance process 	 Design		WEEK 5
WEEK 5		 Review PDF draft	<p>YOU WILL:</p> <ul style="list-style-type: none"> Main stakeholders and experts should review this document Send to the senior stakeholder for their input Consolidate comments with Adobe Acrobat revision facility to mark changes on the PDF Ensures that all revisions are agreed between stakeholders and no changes are lost 	WEEK 5
WEEK 6	<p>WE WILL:</p> <ul style="list-style-type: none"> Design team will produce revised PDF based on amends and comments 	 Second draft & review	<p>YOU WILL:</p> <ul style="list-style-type: none"> Review cycle to repeat until signoff - max three times 	WEEK 6
WEEK 6	<p>WE WILL:</p> <ul style="list-style-type: none"> Buy all stock or custom images as required Output online and print versions if required Supply source files 	 Produce final versions		WEEK 6
WEEK 7		 Produce final versions		WEEK 7
WEEK 7		 Produce final versions		WEEK 7
WEEK 8		 Produce final versions		WEEK 8

Why Futurity Media

We have been writing white papers on enterprise IT and telecoms for 20 years. Our experienced team of writers and designers can deliver the white papers that can help make a difference to your marketing efforts.

Download our **ebook** to find out more about best practices of white paper writing.

Contact us to find out more about our white paper program at info@futuritymedia.com