**Sample Case Study Development Schedule Template [Date XX/XX/XX]**

**Week 1 (Project Start) – February 21, 2022 – Partial week**

* Kick-off meeting, identify specific out-of-office conflicts, schedule all project meeting dates, identify all final approvers and related stakeholders
* Develop and propose case study structure, discuss and receive client approval for structure for case study
* Confirm customer testimonial interview date, time, and contact information
  + - Identify graphics/images needed for case study

**Week 2: February 28 – March 4, 2022**

* Weekly meeting to identify progress and blockers (if any), Q&A
* Conduct customer testimonial interview
* Develop and deliver draft 1 content for case study to client and customer
* Develop template and brand guidelines for case study

**Week 3:** **March 7 – March 11, 2022**

* Weekly meeting to identify progress and blockers (if any), Q&A
* Obtain customer logo files
* Incorporate client and customer feedback for case study
* Flow case study into template and deliver to client for review
* Receive feedback on graphics

**Week 4:  March 14 – 18, 2022 (Mark A. Out of Office all week)**

* Weekly meeting to identify progress and blockers (if any), Q&A
* Deliver case study final candidate document for review, make final changes
* Brand team review (client and customer)
* Legal review (client and customer)

**Week 5: March 21 – 25, 2022**

* Final customer review
* Incorporate feedback

**Week 6: March 28 – 31, 2022**

* Deliver case study files as Word document and PDF to client and customer
* Post case study to client website
* Final wrap up meeting