Stephanie Payne

From: Alex Jena <Alex.Jena@glueisobar.com>
Sent: 14 March 2011 13:01
To: Chrystyna Chymera; Joolz Pohl
Cc: Samantha Mills; Iredia Oboh; Jenny Smart; Jess Burvill
Subject: RE: SOW

Hi Chrys,

Please find the SOW attached. Apologies for the delay but hope you appreciate that there are many stakeholders that need input into this and we wanted to make sure things had their approval.

Perhaps the Evaluation section will still need to be refined, as in terms of process, EC will have access to all Youtube dashboard metrics/hotspots that would serve the purpose of how this can be evaluated. Will there be a system of sending out regular reports for analysis?

Additionally, we need to collectively agree on some KPIs to evaluate the content with. Can you confirm what, if any have been set for the wider GFK reporting? OR if there is a realistic target to work on based on previous Youtube/content based activity.

Thanks,
Alex

From: Chrystyna Chymera [mailto:CChymera@electoralcommission.org.uk]
Sent: 14 March 2011 11:28
To: Alex Jena; Joolz Pohl
Cc: Samantha Mills; Iredia Oboh; Jenny Smart; Jess Burvill
Subject: SOW

Hi all, do you have an ideas when we will get the SOW and up to date timing plan?

We are out from 3pm to go to our radio pre production meeting so need time to review, COI to raise CE and us to raise PO before then.

Many thanks

Chrys

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