

## Marketplace: Milestones in Project Planning

(Source: Gute Geschäfte. Guidelines Bertelsmann Foundation. p25 et sq.)

You may use the following process as template. It is based on the experience of to-date Marketplaces in Germany. Please note that the time frames do not consider school breaks or holiday periods, such as Christmas, Easter, or summer vacation, which are naturally a less productive period. Here you might have to consider adding some more time. The “X” in the template stands for the date of the Marketplace and “CW” for calendar weeks before as well as after the event.

**X-26 CW** (X minus 26 calendar weeks - means 26 weeks before the Marketplace event at date X): Start with the preparation of the Marketplace based on a sound Marketplace idea and a dedicated organizing committee. The date for the Marketplace is tentatively scheduled but needs to be verified.

**X-26/24 CW** (X minus 26 to 24 calendar weeks - meaning 24-26 weeks before the Marketplace event): Approach potential partners and supporters.

**X-20 CW:** Appoint the responsible organizing committee. At the latest, book the location and publicize the date of the Marketplace. Create internet presence with basic information (maybe for now as a part of the web presence of a partner or member of the organizing committee).

**X-19 CW:** Start approaching and attracting companies and nonprofits.

**X-13 CW:** First workshop for information and preparation for nonprofits and gathering of possible co-operation-projects.

**X-11 CW:** First information-meeting with companies. Presentation of possible cooperation-projects.

**X-10 - 4 CW:** If necessary, further workshops for nonprofits and info-meetings for companies.

**X-6 CW:** Is the desired number of minimum participants from companies and nonprofits reached? If not: Additional/increased acquisition measures.

**X-6 CW:** First press briefing.

**X:** The Social Marketplace event.

**X+2-3 CW** (means 2 to 3 weeks after the Marketplace): Follow-up with Marketplace participants: Were commitment agreements substantiated? Were there problems? Is support needed? ...

**X+12-16 CW** (means 3 to 4 months after the Marketplace): Follow-up with Marketplace participants: Were commitment agreements realized? Were further agreements made? Were there problems? Is support needed? ...

And last not least: The organizing-committee starts planning the next/better/bigger ... Social Marketplace: Date, Improvements, ...