

## **Theory vs Practice: Implementing Project Management**

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There are several aspects of successful project management, which we weave into our production approach to create optimal conditions for success. The first has to do with setting the stage, and it's largely a consensus and trust building effort focused on establishing roles and goals. Other key production management practices we employ include establishing standards for communication, scheduling tasks, and coordinating resources. The trick with all of these, is walking the tightrope between consistency and flexibility as the project evolves. Even within the frame of a set scope, staff and/or budget, one must be willing to make creative choices and innovate. We'll talk about how we've done that by employing agile approaches to development as well as novel models for securing decisions. Finally, it is important to discuss and prepare for the post launch stage before you get to that point. We describe how we've found that a project's long term impact often hinges on whether or not there is a plan for ongoing measurement and maintenance.

### **BIOS**

#### **Molly Callender**

Molly Callender is a Senior Production Specialist ("Producer") in the department of New Media Development at the J. Paul Getty Trust. In her role, Molly leads complex projects from conception through launch, to support a rapidly evolving digital engagement strategy. She has been working as a project manager for more than 20 years – both in the corporate space and in support of cultural organizations. She received a BA from Barnard College of Columbia University and has completed graduate level coursework at New York University (Interactive Telecommunications Program) as well as the University of California/San Diego.