



Advertising Producers Association



Promoting  
the value  
of agencies

## **INTERACTIVE FRAMEWORK DOCUMENT LAUNCH**

9AM - 10:30AM

TUESDAY 21ST JANUARY 2014

@ MPC, 127 WARDOUR STREET, LONDON W1F 0NL

**You are invited to our launch of the new standard Interactive Framework Document - the IFD - which will create a standard process and structure of interactive production as already exists for the production of TV.**

### **Define Interactive:**

This document sets out a standardised framework for agencies to follow when working with 3rd party production partners delivering interactive projects, typically websites, tablet and mobile experiences that prompt user interaction, being produced to support advertising campaign activation, product launches etc.

### **Who should come:**

Staff from IPA agencies and APA production companies who are engaged in interactive production.

### **The value of the framework document:**

To ensure that client, agency and interactive production companies expectations of a project are aligned at the outset and to ensure that the client and agency get the project they want, while enabling the production company to manage the production in line with the budget and time scale agreed.

Please RSVP to [laura@a-p-a.net](mailto:laura@a-p-a.net)