**HTML whiteboard – explanation of task types**

**No amends should be briefed in via email/phone or verbal**

**All work to be briefed in via whiteboards and a ‘to do’ documents backed up by a conversation if required**

1. **Asset Check** – Once the client has provided both the PSD and links document the HTML team would carry out an asset check to ensure they are able to work with the assets provided and raise any questions/potential issues early
2. **Build** – Once the asset check has been carried out the team would then be required to build the emails. This is where they form the links document and PSD into a HTML coded workable file. An ‘HTML to do ‘document should be provided for these jobs
3. **Population** – This would be selected when a template is already held on file which can simply be populated with new text or images. An ‘HTML to do ‘document should be provided for these jobs
4. **Amends** – any/all amends which are required to either the text/HTML version  
   An ‘HTML to do ‘document should be provided for these jobs
5. **NL & Text –** This request is made for the text versions to be created once the HTML files have been signed off by the client and is ready to be set up in the ESP platform.
6. **NL & Hosted & Text** – same as above, with the addition of needing to create a hosted version. An ‘HTML to do ‘document should be provided for these jobs
7. **Render & Text** – If we are not deploying the email and are providing client with ‘render tested’ HTML files, we need to create a ‘render’ version with links hosted by AW for deployment team send for inhouse tests.
8. **Render Issues** – To be selected when Render issues have been highlighted by the deployment team. The screenshot of those issues will need to be included in the brief so the HTML team know what the issue is. An ‘HTML to do ‘document should be provided for these jobs
9. **Other** - To be selected if there is no option above that fits into your request. An ‘HTML to do ‘document should be provided for these jobs or if not campaign specific an email sent to the HTML team
10. **Admin** - For HTML only. If working on internal/downtime projects