2011

BrightWave Marketing

Digital Media Marketing Internship

Zachary Norman
9/23/2011

Letter of Transmittal

Dr. Helen Grady
Department Chair of Technical Communication
1400 Coleman Ave.
Macon, GA 31207

Dear Dr. Grady,

I am pleased to submit to you my final work report detailing my completed internship with BrightWave Marketing. Over the course of my internship, I have applied the knowledge received studying in Technical Communication department to my on-the-job experiences at BrightWave Marketing. It has been a privilege to participate in such a successful internship program and I was proud to demonstrate my knowledge and ability to BrightWave Marketing.

The following work report contains my internship description, learning objectives, portfolio, and recommendations to the Technical Communication department based on my internship experience. Over the course of my internship I completed several projects and email campaigns, and I have attempted to provide as complete a sampling of my work as possible in the body of this report.

Many of my deliverables will be included in this report; however, SocialStatCenter will only be accessible online. The deliverables include:

- Portfolio of emails created
- SocialStatCenter
- New Employee Handbook
- Basecamp Quick Start Guide

If you have any further questions or concerns, feel free to contact me by phone at 706.409.8887 or email me at Zachary.F.Norman@gmail.com.

Sincerely,

Zachary Norman

Acknowledgements

BrightWave Marketing

I would like to thank BrightWave Marketing for the opportunity to be an intern for the summer of 2011. Though they've never had interns previously, they extended me the opportunity to learn by working with some of the very best email and digital media marketing professionals in the business. Through their newly formed internship position, I was able to experience email and digital media marketing campaigns from inception to completion.

Ryan Tuttle, VP of Strategic Services

I would like to thank Ryan Tuttle for his mentorship and assistance this summer. Without his advice and ability to quickly perceive and correct problems, my internship experience would have been very different indeed. I sincerely appreciate the time Ryan put forth to assist me and the guidance he provided me to ensure I got the most from my experience at BrightWave.

Dr. Helen Grady, Technical Communication Department Chair

I would also like to thank Dr. Grady for pushing me to seek out an internship that truly fit my skills and aspirations. Dr. Grady was always available, and always provided the best advice during my internship search. Dr. Grady's visit during my internship alleviated my concerns about my internship and motivated a strong finish to my internship with BrightWave.

Executive Summary

This Report is an in-depth description of my internship with BrightWave Marketing. My primary goal for this internship was to familiarize myself with Digital Media Marketing and develop additional proficiency with HTML/XHTML, PHP/SQL, and Adobe Creative Suite. This report contains details of my experience and my recommendations for the internship program and TCO Department.

There were several requirements for the completion of this internship:

- Develop and establish goals and learning objectives for the internship
- Complete the BrightWave Marketing internship program
- Provide a portfolio of work completed during the internship

In order to satisfy these requirements, I have:

- Kept properly in contact with my professor, Dr. Grady and my supervisor Ryan Tuttle, to clearly establish goals and expectations
- Successfully completed a 12-week internship with BrightWave Marketing
- Provided a portfolio to display work completed during the internship

I believe that I have completed the criteria established in the internship syllabus, and that I have added value to BrightWave Marketing as they have added value to me.

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Introduction

Background

BrightWave Marketing

Established in 2002, by Simms Jenkins, BrightWave Marketing has grown to be one of North America's leading email marketing focused digital agencies.

As a premier digital targeted messaging agency, BrightWave:

- Won more than 10 awards, including top email campaign honors, email marketer of the year and agency marketer of the year.
- Developed deep specialization in email and digital targeted messaging, including integration of social media, search, mobile, SMS and more.
- Offers clients full service capabilities that include strategy, creative development, production, deployment, database management, reporting and analysis.
- Focuses on saving client costs and resources, delivering high ROI and developing a stronger connection with customers and prospects.
- Drives the industry with its thought leadership. BrightWave's CEO is a leading email expert and the author of The Truth About Email Marketing, published by Pearson's Financial Times Press.
- Provides clients with a world-class team that has extensive experience managing digital targeted messaging programs on the agency and client side, including Cox, Engauge, Southern Progress, Turner and WebMD.

Mission Statement

To provide our clients with exceptional service, expertise and management of their email marketing and digital messaging programs that drive revenue, cut costs and build relationships.

Position Statement

BrightWave Marketing is North America's leading email marketing focused digital agency. The award-winning firm specializes in partnering with its clients to strategically develop, manage and optimize digital messaging programs that drive revenue, cut costs and build relationships.

Headquartered in Atlanta, GA, BrightWave Marketing has worked with a blue chip client roster, including Affiliated Computer Service (A Xerox Company), AGCO Corporation, Chick-fil-A, CoreNet Global, Cox Business, O'Charley's, RaceTrac, Sports Illustrated, and more. For more information, please visit www.BrightWaveMarketing.com.

Digital Media Marketing Internship Job Description

My responsibilities at BrightWave included the following:

- Campaign management
  - Utilize ExactTarget software (Email Service Provider)
  - Assist in email campaign delivery
  - Assist in loading and testing HTML for email campaigns
  - Compile reports for email campaigns
- Database development, management and manipulation
- Campaign creation
  - Participate in campaign concept creation
  - Assist in developing campaign strategy documents
  - Assist in developing client proposals
- Social media statistics research
- Social media monitoring
- Social media technology/trend research
- Assist in new business development tasks
- Assist with marketing tasks
  - Marketing collateral creation
  - Creating presentation decks for speaking engagements (Simms & Ryan)
- Attend industry networking and educational events (when applicable)
- Attend client meetings/call (when applicable)

Objectives

Internship Learning Objectives

The following objectives were determined through discussion with my supervisor, Ryan Tuttle, VP of Strategic Services at BrightWave for professional development:

- Learn to operate ExactTarget software
- Develop additional proficiency with HTML/XHTML, and PHP/SQL
- Learn to manage and manipulate marketing database information
- Learn procedures and strategies for campaign creation
- Become familiar with cutting-edge Digital Marketing theories and practices

Personal Learning Objectives

The following objectives were derived for personal development over the course of my internship:

- Develop time management skills
- Learn to more effectively communicate in a fast-moving business environment

Summer Intern Accomplishment

Email Campaigns

Over the course of my internship, I had the opportunity to work on several email campaigns at various stages from production to reporting, for several different clients including:

- Chick-Fil-A
- CoreNet Global
- CourseSmart
- O'Charley's
- RaceTrac
- Vermont Law School

I was fortunate to get to work on each of these clients at different stages or in a slight different role. This exposed me to the many different steps to getting an email or campaign off the paper and out the door.

One of my earlier tasks at BrightWave was to segment portions of the Chick-Fil-A subscriber database by postal code ranges to create emails targeted to particular test markets for an upcoming test of a new product. This is one task where familiarity with relational tables and databases was extremely helpful, as I was able to use understand the tool in ExactTarget for filtering subscribers and creating separate lists or tables of subscribers.

For Racetrac and O'Charley's, I primarily had to swap images and replace copy and links within the emails. These couple emails were an excellent baby step before diving into managing and updating CoreNet Global emails.

CoreNet Global (CNG) is one of BrightWave Marketing's first clients and has been using BrightWave for its email marketing for several years. I had to opportunity to work very closely with Ruth DeFeo, who is the account manager for CNG, to get many email requests processed, and uploaded into ExactTarget. This required processing the incoming request forms, and then updating the template and copy to match the content provided by CNG. Often this involved extensive work with HTML and occasionally using Adobe Creative Suite to modify images to fit within our templates.

CourseSmart and Vermont Law School were clients that required a little more creative work than some of the other clients I worked with. CourseSmart's emails are very targeted, using a large number of dynamically populated fields, which required that different images be loaded, depending on the audience. This was achieved by creating images slices in the layout in Photoshop, then using layers to swap out portions of the copy within the image, exporting each slice separately. This allowed us to seamlessly swap out portions of text within an image to specifically market to the recipient. Vermont Law School required a great deal of image editing. I was provided with a template and a set of images, which I had to resize, and modify to add borders and drop shadows effects. I was a little confused at the beginning, but Michael from our creative team stepped in and showed me some fantastic tools within Photoshop to make my task much simpler.

SocialStatCenter

The largest single project I was involved in with BrightWave was the creation and launch of SocialStatCenter.com. When I joined the project, the site had been drafted and hosted on a WordPress content management system, and in dire need of both extensive editing and the actual social media statistics that the site is meant to deliver.

The first step on the road to completion was to create an adequate database of statistics, with sources. I spend many hours scouring the internet for articles, blogs, and reports with valuable statistics. I then copied these stats into an Excel document with proper attributions and identified the categories and tags that should be applied to each for proper categorization on the site and SEO.

The next step was to post the stats to the site. This was an amazingly time consuming task, as each stat must be formatted properly and properly keyworded so that it will be indexed by search engines. Our goal was to get at least five hundred statistics on the site before the soft launch, which we successfully achieved.

The final task before the soft launch of the site was to conduct usability testing and copy editing on the site to ensure a product that looks professional and offers a superior user experience. I made what edits to the site that I was able to, using HTML and PHP, and was in charge of managing the other changes to the appropriate team members.

The site remains a work in progress, but is live at http://www.SocialStatCenter.com.

BrightWave Marketing New Employee Handbook

A small but ongoing project I was placed in charge of at BrightWave was to create and maintain a welcome kit for new employees, which was designed to provide a new hire with everything they need to feel comfortable and a familiar with BrightWave. This document includes an overview of BrightWave as a company, including a SWOT analysis and set of current company goals. It also contains all relevant HR information, as well as a list of "who to ask" for common questions new employees may have. The final portion of this document contains profiles of all BrightWave Marketing employees to help break the ice and help new employees feel like they know everyone in the BrightWave family.

A copy of this document may be available upon request, but will not be included in my portfolio as it was designed for internal use only and contains sensitive BrightWave information and potentially personal information about BrightWave employees.

Basecamp Quick-Start Guide

Towards the completion of my internship, BrightWave underwent a period of rapid growth, hiring 4 new team members, one of which works with BrightWave remotely from New Jersey. This required a restructuring of the client services team and a new system for managing tasks between teams and team members. I was asked by my supervisor, Ryan, to research and select a tool for managing projects and tasks.

I researched many tools including ManyMoon, Teambox, and Basecamp, finally selecting Basecamp as the tool that best matches BrightWave's need. After Ryan purchased Basecamp, I was responsible for setting up all the members of BrightWave with accounts and creating projects to match all of BrightWave current contracts and retainers.

My final task in setting up Basecamp was to create a Quick-Start guide detailing how to set up an account and perform many common tasks within Basecamp. This document has been included in my portfolio.

Analysis and Evaluation

Performance Level Achieved

My level of performance can be determined based upon feedback from my supervisor, and the completion of my learning objectives. Based upon feedback from my supervisor, I believe I performed very well and upheld the high standards of work of the Mercer Technical Communication Department. Upon review, I have achieved all of my learning objectives with a high degree of success, particularly in developing additional proficiency with HTML and learning to mange and manipulate large databases. With regard to my personal learning objectives, I have learned to better manage and budget my time, as well as many best practices for communicating in an office environment.

Pros and Cons of Internship

Pros

I thoroughly enjoyed my internship. One of the most important parts of the internship was the people I was able to work with, and the collaborative environment at BrightWave Marketing. Everyone at BrightWave was very accommodating and always willing to help me further my understanding of email and digital media marketing. One of the best aspects of BrightWave Marketing is the setup of the office. Every employee works in the same large, open room with no walls to divide the office, which created a very open and collaborative environment.

One of the other tremendous perks of working at BrightWave was the availability of knowledge. Each member of the BrightWave team is a veteran digital media marketer, and each team member was very excited to share their experience and knowledge with me. As I began to comprehend some of the intricacies of digital media marketing, I became fascinated and started to enjoy my work more and more each day. The sometimes simple, sometimes complex reasoning behind the many campaigns I worked on began to unfold before me and I fell in love with the field.

Cons

There were very few cons to my internship. The largest barrier for me was my prior lack of knowledge of marketing terminology and practices. The other roadblock for me was a lack of proficiency with some features of Adobe Photoshop and Illustrator.

Without prior knowledge of marketing practices, I initially felt unprepared for some of my tasks at BrightWave. However, my supervisor and other members of the BrightWave team were quick to put my fears at rest and bring me up to speed on the terminology and reasoning used day-to-day. I took it upon myself to spend a portion of each night in the first few weeks of my internship researching digital media marketing terms and strategies to better prepare myself for my tasks at work.

The other con of this internship was that it required an intermediate level of proficiency with Adobe Illustrator and Adobe Photoshop. I had acquired a basic proficiency with the Adobe Creative Suite, but often found myself stumped on how to perform some of the more difficult tasks in the software. Fortunately, Michael Harvey, our senior director of creative services, was very patient and made time in his incredibly busy days to walk me through some of the common items requiring Adobe Creative Suite.

Reflections on Internship

Upon reflection, this internship was an incredible learning and growing experience for me. It allowed me to put many of the skills I learned in Technical Communication into practice, providing proof that I am very well prepared for the job market.

I enjoyed my experience as an intern at BrightWave Marketing, and I'm not sure I could have asked for a better group of people to work with. This internship was a fantastic learning experience and I was incredibly lucky I was to find an internship so perfectly suited to my interests and desire to live and work in Atlanta, GA.

After completion of my internship, I was fortunate enough to be extended a job offer from BrightWave Marketing to be a Campaign Manager, which I accepted. I began work as a BrightWave employee the very next week.

Recommendations to the Department

While my internship was largely focused around Digital Media Marketing, much of my work was focused on production, wherein the skills learned in Technical Communication were extremely important. I have identified four courses that I believe all Technical Communication students interested in working in digital media should be required to take:

- IST276 – Internet Programming and IST351 – Dynamic Content Delivery were absolutely vital in my experience at BrightWave as they provided the knowledge of HTML and php required to edit, update, and create emails and landing pages for campaigns
- IST349 – Database Management Systems was also incredibly useful, saving me hours of work in excel and made me a vital asset to my employer
- TCO345 – Communication in Management was invaluable, as it helped me communicate effectively with the management at BrightWave as well manage production queues

Understanding, and being able to produce, HTML/PHP documents is an incredibly useful and highly marketable skill. Therefore, I recommend that all TCO Majors be required to some proficiency through IST276/IST349 or another web production class in the TCO curriculum. Had I not had prior experience working with HTML, many of the tasks I was asked to perform at BrightWave would have been impossible.

Another extremely useful skill to have is an understanding of relational tables and databases. Understanding the structure of data and being able to manipulate and filter that data to extract useful information was an incredible time-saver on the job and made me a valuable asset for correctly segmenting subscribers into demographics and groups. Therefore, as more and more data is being transferred into large databases and internet databases, I would recommend that all TCO students take Management Information Systems.

Lastly, Communication in Management was extremely beneficial in that it helped me to better understand how to communicate properly with the various teams and management members at BrightWave, but also provided skills in managing within small teams and managing production queues and deadlines. Therefore, I would recommend that all TCO students be required to take this course.

Appendix

Internship Petition

April 27, 2011
Dr. Helen M. Grady, Chair
Department of Technical Communication
Mercer University
Suite 201, Engineering
Macon, GA 31207-0001

Dr. Grady:

As a graduation requirement, I have accepted an internship with BrightWave Marketing. I will be a marketing intern at the BrightWave Marketing office in Atlanta, GA. I am petitioning for approval of this internship position.
BrightWave Marketing is located at 1718 Peachtree St NW, Suite 1090, Atlanta, GA 30309. BrightWave can be contacted at 404.253.2544, or through www.brightwavemarketing.com.
At BrightWave, my responsibilities will include:

- Campaign management
  - Utilize ExactTarget software (Email Service Provider)
  - Assist in email campaign delivery
  - Assist in loading and testing HTML for email campaigns
  - Compile reports for email campaigns
- Database development, management and manipulation
- Campaign creation
  - Participate in campaign concept creation
  - Assist in developing campaign strategy documents
  - Assist in developing client proposals
- Social media statistics research
- Social media monitoring
- Social media technology/trend research
- Assist in new business development tasks
- Assist with marketing tasks
  - Marketing collateral creation
  - Creating presentation decks for speaking engagements (Simms & Ryan)
- Attend industry networking and educational events (when applicable)
- Attend client meetings/call (when applicable)

Ryan Tuttle, Vice President of Strategic Services, will be my supervisor. Ryan has over fourteen years of experience in web development, programming, server technologies, graphic design, social media management, marketing and promotion.
My predicted Learning Objectives are:

- Learn to operate ExactTarget software
- Learn to manage and manipulate marketing database information
- Learn procedures and strategies for campaign creation
- Develop time management skills
- Become familiar with cutting-edge Marketing theories and practices
- Learn to effectively communicate in a fast-moving business environment

Internship Learning Objectives

TCO Internship Learning Objectives:

- Learn to operate ExactTarget software
- Develop additional proficiency with HTML/XHTML, and PHP/SQL
- Learn to manage and manipulate marketing database information
- Learn procedures and strategies for campaign creation
- Become familiar with cutting-edge Digital Marketing theories and practices
- Develop time management skills
- Learn to effectively communicate in a fast-moving business environment

TCO Internship Deliverables:

My deliverables will include a portfolio of emails (layout and HTML) and materials for campaigns that I am involved with, as well as the database of social media statistics I have collected. I will also include a summary of my work in ExactTarget. I will also be involved in the creation of at least one proposal and one presentation, both of which will also be included in my portfolio.

Journal Entries

May 9, 2011

Today was orientation day. I spent the first half of the day setting up my desk, getting the computer up and running, installing the necessary applications, getting my BrightWave email set up, and setting up my BrightWave Google Documents access. After that, I spent the next hour or so before lunch sitting in on meetings to get a feel for what the company does on a daily basis.

After the morning meetings, Ryan (my supervisor, VP of Strategic Services) and Simms (Founder, CEO) took me to lunch at Ted's, which was an awesome opportunity to get to know them a little better.

For the second half of the day, I was cut loose to research what restaurant chain Stoney River was doing with Social Media. Afterwards, I was asked to research and gather statistics about social media, social media usage, and social media trends. These statistics will be compiled into an online database for a new website that will be used to create business for BrightWave.

May 10, 2011

This morning I was given a list of zip codes within the test market for Chick-Fil-A's new sweet potato fries, and I was tasked with finding all the zip codes within five miles of the test stores. Brent explained the task to me, and the reasoning behind it. Chick-Fil-A had asked that we email all people on their email insiders list that signed up with zip codes that match those of the test stores, as well as people from the email insiders list within 5 miles of these zip codes.

To accomplish this, I first had to create a master list of zip codes that fit the criteria, then remove any duplicates. I did this by creating a database of the zip codes and the running a query to remove all duplicates.

Then I was asked to create a data filter within ExactTarget (an email marketing system). The easiest way to accomplish this was to create ranges of zip codes within separate data filters. I then ran the data filters over the list of email insider subscribers to create groups for each region. These groups will be used to generate the list of email recipients for the marketing email about Sweet Potato Fry Day.

After this, I was asked by Simms to research restaurant chains on Facebook and find average numbers of fans per restaurant for comparison to our clients.

May 11, 2011
This morning I spent the majority of my time researching and collecting more statistics for Social Stats Center. With the launch of the website approaching, sometime around June 1, it is becoming a high priority.

After lunch, I was given credentials for Survey Monkey, a service that helps create surveys and assists with collecting results and metrics. I was tasked to create a survey for O'Charley's new Burger section options. O'Charley's supplied some images of the new burger options and some brief descriptions. After cropping and resizing the images to the appropriate size, I made some minor revisions/corrections to the burger descriptions and built the survey in Survey Monkey.

After completing the test version of the survey, Brent asked me to read up on the ExactTarget wiki about data extensions and their applications, then he provide me with a sample of data and asked me to begin working on creating the data extension to hold this data.

For the last part of the day, I was asked to write some copy for the O'Charley's burger survey email. I did this within illustrator, creating 2-3 mock-ups to show how the text would appear in the actual html email.

May 12, 2011
Upon arrival at work, I had an email from Brent asking me to create a live test link for the O'Charley's survey to be sent to O'Charley's for edits/approval. I created the link, then sent it to Brent to forward to O'Charley's.

The next step was to continue working on the copy with the email itself. I submitted my copy to Brent and Michael (The VP of Creative) to get their feedback. Brent made a couple of edits to the actual wording the email, and Michael provided some layout/graphical changes.

For the latter part of the day, I continued to collect more statistics for Social Stats Center. The goal is to have 500 statistics before the launch of the site. At this point, I am approaching 225, and I am confident that we will reach the goal before the launch.

I am beginning to feel more comfortable at the office, as I'm finding that I am very prepared for the tasks provided to me. I am extremely glad that I took Management Information Systems as the knowledge of database structures and how to manipulate the data has been very useful in many of the ExactTarget tasks.

May 13, 2011

This morning I began by spending a little time collecting more social media statistics for Social Stats Center, which is still planned for preview launch on June 1. I believe that I am still on track for reaching the goal of 500 unique statistics by May 26, which should leave enough time for the stats to be transferred from out documents onto the site.

I was given O'Charley's final edits for the burger section survey, so I spent some time updating the survey to include their changes. I then generated a new live collector link to be used for the email. This link directs clickers to the survey, and upon survey completion returns the survey data to Survey Monkey where we can retrieve it. The link also, upon completion of the survey, redirects the users to O'Charley's Facebook fan page, where they are encouraged to become fans of O'Charley's.

I was then trained on how to create a campaign on ExactTarget, including how to parse the lists for delivery to particular demographics and how to upload/enter the HTML and Text-only versions of the emails. To create the campaign in ExactTarget, you must manually enter the HTML for the email, then using their AMP script code, include information about the company, including physical address, and a link to the client's Profile Center, where subscribers can change their subscription status. This is required for the emails to be compliant with the Can-SPAM act.

To create the HTML, I used the Illustrator file used for the mock-up, stripped the assets from it using Photoshop, and then uploaded the images to our server. I then used an HTML template and Dreamweaver to create the necessary HTML, which was copy-pasted into ExactTarget. Uploaded and saving the html into ExactTarget automatically generates a text-only version, which only needed slight modification. The email was then tested internally, then upon approval, tested with the client, O'Charley's.

May 18, 2011

Today I worked to collect more social media statistics, and sat in on a meeting to confirm the layout and design of the site before the coding begins. The site is going to look great, and although I'm not excited about typing 500 statistics and tagging and keywording them all for SEO, I am excited about seeing the final product.

After lunch, I sat down with Michael to learn how to pull assets out of BrightWave's old email service provider, Campaigner. Right now, BrightWave is working to move all their clients over to ExactTarget which has replaced Campaigner as the business has grown.

After being familiarized with Campaigner, Brent sent me the HTML and the proof for another O'Charley's email, this one for Dads and Grads. I uploaded the HTML and image assets to ExactTarget, and then added the profile center and physical address and created the text version.

May 16, 2011

Spent another morning researching social media statistics. I've now begun to branch into mobile and SEO related statistics.

At lunch, Brent gave me a list of active subscribers for a client and a list of hard bounced email addresses that needed to be removed from the list. Normally, this would be a pretty simple task, simply comparing the two lists, then removing the bad email addresses from the active subscriber list. However, this task was complicated by two factors, first that the list of active subscribers is over 45,000 records long, and the fact that the records are not indexed by a primary key, and some records contain the same email addresses with different subscription types, or account types.

In order to find all occurrences of the invalid email addresses in the active subscriber list I began by importing each list from that comma separated value files into MS Access as two separate tables. I then created a query that would perform a join action on the two tables and output only the records from the active subscriber list that match rec6ords from the hard bounce list in the email field. This output a list of approximately 6400 records, which I then exported as a CSV file and returned to the client.

This is where Management Information Systems was extremely valuable, as it saved me from what could have been HOURS of work. There were over 43000 names on the email list to be compared against 4,200ish on the bounce list. However, with an understanding of databases and query actions available through MS Access, I was able to complete the task in a matter of minutes (which I believe impressed my supervisor, and hopefully the client).

May 17, 2011

As I'd finished most of the tasks assigned last week, I began the day by adding some more stats to my social stats center database. Given no other task today, I continued to work on stats center for the rest of the day. Brent and Simms were out of town, and as they are generally the source of my non-social related work, I had very little to do other than work on the social stats center site.

May 19, 2011
Social Stats research continues, we need about 125 more statistics before we can start assembling the facts in wordpress and readying the page for launch.

Amanda, who is in charge of Brightwave's Social Media, asked me to look up some examples of particularly good facebook/twitter marketing and pages. These will be used to demonstrate the return possible from investment in social media.

I also sat with Ruth, the supervisor of Client Services, to get an overview of how to create and test/send campaigns in Campaigner. Before, I had just been shown how to retrieve information, now I have been show the tools to use it for some of the functions that ExactTarget is able to handle. One of the reasons BrightWave is switching to ExactTarget is that Campaigner is not sufficient for larger clients as it is not designed for the size of larger mailing lists.

Brent then asked me to retrieve the survey results from SurveyMonkey for the O'Charley's burger section survey. I then took the data and organized it in excel to be sent to the client without recommendations.

May 20, 2011
Today, my primary task was to create the database for FATZ, and create the necessary data extensions, which are really just extra tables in the relational database, and then identifying and creating the relationships between data in each table/extension. This would have been easy enough, except that the data provided by our client to populate the tables was neither formatted properly, nor complete. For example, in the LocationID extension, we store data about each store, with LocationID being the primary key field. The data we received include many fields, such as storePhone, containing dates the store is opening, rather than a properly formatted phone number. This was causing data mis-match errors and terminating the import process.

To correct this, I identified the fields with data mis-match errors, set the field to be nullable, and then removed the data from the fields. These fields will be easily updated by later imports when the correct data are in each field.

The data extension, however, was still not importing, and I felt like I was too close to it at this point to see what was happening, so I sent it to Michael to see if he could identify what was causing the import action to error out.

We had a team lunch at Uncle Julio's where I discussed the problem with the data extensions with Michael. We were able to come up with a short list of possible causes, and upon returning to the office, we were able to identify that the problem was the length of the fields for URLs for store pages, sites like Yelp, Google Places, and UrbanSpoon. When we made these fields nullable and raised the character limit to 2000-3000 (the limit for most browsers), we were able to successfully import the data.

After this, I was given my first "real intern" task, and was sent to Costco to replenish the office's supply of snacks and drinks. It was actually really nice to have a little time to take a step back from the work and think about what I needed to get done.

May 23, 2011

I began today by verifying that all the FATZ data successfully uploaded into the tables and data extensions. It took a good bit of time, but eventually, all the data was uploaded and updated.

I then continued to search for the last few statistics for Social Stats Center. I found a really interesting article about smartphone uses and user habits.

https://docs.google.com/present/view?id=dcc86mg8_631d7jjz8gw

I then sat down with Ryan to discuss my learning objectives and deliverables. It's going to be potentially frustrating to create a list of deliverables as my day to day tasks change so often, and that each project takes little more than a day or two to complete.

Today, I began adding statistics to Social Stats Center's Wordpress account in earnest. The website is not complete, but we've started adding statistics to the database.

May 24, 2011

Continued working on Social Stats Center this morning. We've made such good progress that we've moved up the soft launch to Thursday, May 26. This is going to put a little pressure on me to get all the stats input correctly with proper keywording/tagging.

I received an updated set of data from FATZ, which I uploaded into the data extension. It uploaded with no errors, which I consider to be a miracle.

Had a meeting with Ruth this morning about moving a client from Campaigner to ExactTarget. This is going to be a really large project, as it involves the creation of new databases for each client to store their subscriber data, as well as moving all the assets from campaigner to the ExactTarget server.

After lunch, I worked more on uploading stats to Social Stats Center, until Simms asked me to download/compile/organize some data from SurveyMonkey.

This afternoon we had a meeting of the entire office, "The Client Scrum," during which we brainstormed ideas for new approaches the email and social push for O'Charley's. It was interesting to see what ideas people from different areas had, which I think resulted in a lot of, "Oh, I'd never thought of that" moments.

May 25, 2011

This morning I began by building a newsletter in campaigner for CoreNet Global. I built it using existing assets and layout. I only had to update the content (links/images/table content)

I then sent a test email to CoreNet Global, and waited for them to get back to me with proposed changes/edits.

I started in earnest on moving CNG (CoreNet Global) from campaigner to ExactTarget. The first step was to create the client database, then create the subscriber attribute fields to make the data provided by CNG. After creating the attributes, I was able to upload the subscriber data and populate the database.

With the Social Stats Center launch looming, we are all working to upload stats to Social Stats Center using the Wordpress CMS.

Received the edits from CNG and made all corrections/changes to the content and formatting.

Today, Ryan introduced me to www.manymoon.com, which is a project management website that he wishes to have me test for BrightWave. All my projects and tasks will be assigned through ManyMoon and I am to report back on how helpful/effective/annoying it is after a couple weeks. From what I've seen so far, I can confidently say I prefer TeamBox.

May 26, 2011

I spent the majority of today entering stats into SocialStatsCenter as the soft launch is over the weekend, pretty much as soon as the code is done for the page.

I received another request for a CoreNet Global email, which I updated and put together, then submitted for testing.

After sending the email for testing, I spent the rest of the day entering statistics and doing peer revision of the statistics entered by Amanda.

Everyone that works here is hilarious, and since we all work in pretty much the same room, there were moments when everyone was feeding on each other's jokes and comments and I was laughing so hard there were tears in my eyes. It's pretty obvious that everyone that works here are friends as well as coworkers, and it's nice to work in an environment where people can play as hard as they work.

May 27, 2011
Finished uploading the stats to Social Stats Center this morning, we should be able to go ahead with the soft launch this weekend as planned. I'll be sure to post a link to the site as soon as it's live.

I received two more Email requests from CoreNet Global, which I spent the afternoon putting together. HTML tables can be really frustrating, even with helpful tools like Dreamweaver. I ended up with a problem, and it turned out being easier to start over than to find/fix the problem. Got these emails sent out to CoreNet Global for testing, as they wanted to deploy the emails on the 31st.

I've got Memorial Day off, so I'm excited about the long weekend. It's been a slow transition getting used to living in Midtown Atlanta, and I'm in pretty desperate need of some rest, and time to explore.

May 31, 2011
Social Stat Center is online, but still not quite live. A large portion of the coding of the page was outsourced, and is not complete enough for a live page. Amanda is working today on finalizing all the stats and changing them from Drafts to Posts, while I do my very best to "break" the site with every browser I can find. I'm not sure that the site is really ready for my review, as half the pages are broken links or unpopulated, but I have found quite a few errors on the main page. Most of it'll be easy to fix, but without having access to any of the code, I can't make any changes myself.

This has been my primary task today, as the whole thing has gotten a little behind. I was asked to update the Fatz data extension again, updating some records to remove error-triggering values.

This afternoon I completed another email for CNG, and sent it for testing, assuming it passes testing, it will deploy tomorrow.

June 1, 2011
When I arrived this morning, I had received the edits for the latest CNG email. I updated the email, and resubmitted it.

Spent another hour or so this morning trying to break the SSC site. Exploring it and trying to find any broken links or awkward formatting, etc...My list of suggested changes is nearly two pages long; however, I still don't know what is broken vs. what is simply incomplete.

I began earnest work on moving CNG to ExactTarget. To do this, I had to export the sites from the preview windows for each campaign in Campaigner, then extract the relevant code from the html file, and copy it into the templates in ExactTarget. I then had to save each image from the Campaigner server and upload them to the ExactTarget server. This, of course, broke all the image links, so I had to go through each template and update the code for each image.

After copying the emails over to make templates for ExactTarget, I uploaded the CNG subscriber list and created data filters to sort the database into groups (North America, Europe, Asia, Australia/New Zealand), then ran the data filters to actually generate the groups.

At lunch, a group of us ate together in the conference room and attempted the brainstorm the next funny YouTube song about Twitter. It was hilarious, and also good for breaking the rest of the ice with some of the people I didn't know quite as well.

For the rest of the afternoon, I continued to migrate CNG from Campaigner to ExactTarget, and moving the last of the stats on SSC from "draft" to "published" status.

June 2, 2011

First thing on my plate this morning was to finish converting all the stats for Social Stat Center (SSC) from draft to published. It took about an hour this morning to make the necessary edits and finish publishing all the remaining stats. During this process I made a few more notes about changes to the overall layout and navigation of the site, but put them aside as there is a meeting later to talk about the site progress.

The migration of CNG from Campaigner to ExactTarget is quickly turning into one of the larger projects I've been involved with, the amount of work involved has turned out to be a lot more than I originally anticipated, but I'm thinking that's a good thing. What fun is work if it's easy?

After hitting a roadblock in the CNG migration (waiting on changes from the client), I met with Amanda, Michael, Ryan to discuss changes/edits to the SSC site and how we to approach making them. This has been one task where, between TCO 285/341 and Usability, I felt perfectly at home working on. One of the big issues with the current iteration of the site is that the navigation is not particularly well thought out. It's clear that someone put the ideas down on paper, made the mockup, and then coded the site without any thought to prototyping. All the navigation is very visually appealing, but when put into practice is confusing and sometimes HIDDEN. One of the first things I noticed is an extremely neat sliding drawer at the bottom of the page containing a submit-a-stat form and twitter/facebook follow/like buttons.

June 3, 2011

NATIONAL DONUT DAY. Ryan sent me to Sublime Donuts to pick up donuts for the office, and they were amazing. BrightWave keeps us happy, and I'm loving it. The longer I'm here, the more I hope that I might find a way to stay after my internship.

Began the workday by doing more edits for SSC, as this is the most tedious thing, I wanted to hit it while I was fresh. Wordpress is a very powerful tool, but once it's set up, it's a little harder to get in to make changes (particularly if you weren't the one to set things up, and thus have no idea where to find anything). It resulted in a LOT of trial and error coding, which is a pretty slow process.

Office lunch again today. I really enjoy these, as it's a good time to get to know people better without having to worry about work.

Brent gave me a project this afternoon to find a way to semi-automate the process of converting information pulled from our database (in ExactTarget) into the necessary format/style to be accepted as an upload by Chick-Fil-A's database. This is going to be a little harder than I originally thought as the database has over 2 million customer records in it, many of which need to be changed to fit the rules of CFA's database.

Ruth gave me list of changes that needed to be made to the continuous member emails. Once again the CNG migration project seems to double in scope as I now have 36 new emails to edit and create templates for in ExactTarget. One thing I can say, is that they certainly keep me busy.

June 6, 2011

I began the morning by knocking out two quick CNG emails. The first was a very simple request, and only required changing a small amount of text from an old email, the second was the same email, but with a couple different links.

Since we worked Monday this week, we had our official Monday morning meeting, where everyone was brought up to date on what each person is working on. These meetings are helpful for putting the work into context, you can see how person's work falls into place to create the marketing we send out for our clients.

I continued my work on the CNG campaigner to ExactTarget migration, today working on more of the edits that needed to be made on the "Member Drip Emails," of which there are 36. After a quick meeting with Ruth, I shifted my efforts away from this back to making more changes to SocialStatCenter.

The person contracted to do the code for this page found that its implementation was going to take far more time than he originally quoted, and so many elements of the page are not functional. Because of this, I've taken up the reins on getting a lot of these minor changes made before Ryan sends the list of edits back for the contracted guy to fix. Since the entire page is more or less built in wordpress, I'm having to learn how to manipulate Wordpress themes. Fortunately they're built with CSS, so I at least know the syntax. The wordpress theme used for SSC is about 1800 lines of code, so finding the right place to edit the right part of the page is tedious.

June 7, 2011

Simms asked me to come in early this morning so that I could sit in on an interview with a very promising addition the BrightWave Marketing Client Services team. The interview was the applicant's third interview, and BrightWave is very interested in her. It almost seemed as if they were beyond the point of making sure she was a fit for the company, and seemed to be trying to sell BrightWave to her. They did present her with a couple of case studies, which I thought were incredibly interesting. From where I was sitting, I tried to write down my answers and thoughts so I could compare them to hers. One case study was just an email sent from a client, and she was asked what she'd do to improve the email. We matched on a lot of the changes, but the pathways taken and reasoning behind each change was almost completely different. I think my approach was more user-centric, while she was more concerned with making the client happy.

After everyone had a chance to speak with the potential hire, we reconvened in the conference room to brainstorm ideas for Ted's Cookie Month. It's really fun to be in these meetings, because you can see how each person thinks very differently, and it's fun to see how two decent ideas can be smashed together into a really good idea, or how an overly complex idea can be pared down into something clever and manageable.

I spent a little time before lunch trying to figure out how best to manage CFA's email insider list. With over 2 million email subscribers on the list, it's very difficult to work with the file. The size of it is FAR beyond anything excel can handle, so I've imported it into MS Access. As it's so large a file, it takes a fair amount of time to process any queries or reports from it, so it's been something I've been working on intermittently throughout the day.

This afternoon I continued to work on the CNG campaigner to ET migration, I finished moving all the emails from campaigner to ExactTarget, now I just have to replace the database scripting from campaigner with the script used by ExactTarget, this will fix all the dynamic content that was broken by the move. That's my task for tomorrow.

June 8, 2011

Met this morning with Ryan and Amanda to give status updates on SSC website. We took this time to analyze the Google doc of problems and reorganize it into categories (bugs, design, content), which then helped us to divide the labor and make a timeline for having everything fixed.

Worked more on the CNG Campaigner to ET migration, which looks as if I'll be finished today. I only need to move the images from Campaigner to ET, fix the links in the member drip emails, and finish the DB scripting. This will only require that I paste the code into dreamweaver and do a simple find and replace to change the url directories for each link, the most time consuming part of it will be opening each of the 48 member drip emails in ExactTarget to get the code.

I nearly fell out of my chair today (literally) when I learned one of BrightWave's office traditions. Steve, who is largely responsible for bringing new clients, has an enormous gong behind his desk. He bangs the gong each time he receives a signed contract from a new client. The first time I heard it, I nearly jumped out of my chair. Today was apparently a good day, as he rang it three times. I guess a lot of the things they've been working towards since before I started all came together at once. I'm sure our Design Team (Michael), was excited to hear it. That might be my favorite running joke, as Michael often plays along, saying things like, "I'll get someone from my team to look at it," when we ask for things.

This afternoon Ruth sent me another CNG email to put together. This is a monthly email, and so it is considerably longer than any other I've been given so far, roughly 1250 lines of code to sort out and update. It also required that I resize a few images, and make some minor adjustments to the layout of the email.

June 9, 2011

I made the edits to the CMI email from CNG, which thanks to it being in ET now, was much, much easier. They had a huge list of edits (most of which were errors in what they sent us), which took me a good amount of time to correct and re-test to myself before I was comfortable resending it to the client.

After getting the CNG Core Market Indicators email retested, I sat down to plan out how I was going to go about getting the two sets of data from CourseSmart unified into a single database. The current problem is that one set of data is on our ExactTarget server, while I am waiting on them to send the other. I'm sure they'll be in different formats, with different names for attributes, so it'll take a fair amount of time to make sure all the necessary fields match. Then I'll import them to Access and join them, then export them and update our database in ExactTarget to accommodate the new fields.

This afternoon, campaigner went down, and so we were unable to send the CMI email for CNG, so we had to figure out exactly what we needed to do to get this email out through campaigner, moving up our planned date for the first CNG email from ExactTarget by a few days. As it happened, there was very little to do except make sure all the images were hosted in ET or on our BrightWave server, so they didn't break when the email went live.

I spoke briefly with Simms about some projects he wants me to work on next week. He said he wants my help updating lobby materials and email wall gallery as they've gotten quite out-of-date. He mentioned that he had a couple other projects for me to work on, but didn't get into any details.

I started taking a few artistic liberties with the SSC site, redoing a lot of the graphical elements, adding some depth to them with drop shadows and gradients, adding color in a few places. The Facebook and Twitter buttons on the page were grayscale for some reason, so I added the facebook/twitter blues to each.

June 10, 2011

I met with Ryan first thing this morning to discuss my tasks for next week, as he will be out of town. He helped me divide my work by priority and gave me a good direction for where I need to be when he returns. We also discussed what I felt I was learning and how I thought my internship was progressing. So far, I am very happy with what I'm doing here. I'm getting opportunities on a daily basis to put the skills I've learned into practice. He also asked me to conduct a meeting next week with the man responsible for the raw coding of SSC and what we need to do to get everything up to our expectations.

Prepared two CNG emails about the upcoming Atlanta Summit, these will be the first CNG emails that have been created in ExactTarget from start to end, rather than brought over from Campaigner.

Made some SocialStatsCenter updates, added a few more stats, updating a few as I paged through them. All BrightWave employees are sending any stats they come across to me, and I am responsible for including them on the site. This is fine, as it's not a huge amount of stats coming in, however, people always want to look and see their stat on the page, and occasionally harass me until it is posted, which can be frustrating if I am busy working on more pressing tasks.

I did a good bit of graphic work for SocialStatCenter today, downloading, changing, and updating many of the banners and buttons. I added gradients and dropshadows to give many of the buttons more texture and depth.

June 13, 2011

A lot of CNG work for me when I arrived this morning. CNG has asked us to send out another reminder email about the upcoming Paris Summit. So I had to put another email together in ExactTarget. I realized while preparing this email that I'd made a couple errors in the template for the Paris emails, so it was good that I was the one working on this email and able to correct my own mistake before it became an issue.

I also had edits to make for the two Atlanta Summits sent out yesterday. CNG has asked me to remove some of the original copy, so it was easy to update. Also, for some reason the text version got chewed up by ExactTarget, so I had to recreate it and format it.

I contacted Marx, our contract coder, about the SSC conference call Ryan asked me to set up, and arranged/scheduled meeting time to discuss what needs to be done to get the site running. We set up for Thursday morning at 9:30, so I have plenty of time to prepare a solid list of things he needs to work on, after I figure out what I can fix.

I devoted my afternoon to working on SSC, and having found the php files, I began to examine them and figure out what each file controls. Now that I've found these, I believe I can fix a good bit of the stuff we thought we'd need Marx to fix. After working through these, I wanted to talk to Michael about some design stuff, and button functionality. I'd need a little help from him if I we needed to change the JavaScript. So I worked the rest of the day on trying to come up with a good logo for the page in illustrator.

June 14, 2011

I started the day with edits to be made to the Atlanta and Paris summit emails I tested yesterday. Small errors, mostly some formatting changes. For some reason, the text versions weren't generated properly, so I just copied them to notepad and fixed them manually. I'm quickly finding that with software like Campaigner and even the much more advanced ExactTarget, it's better to just keep it as simple as possible.

As I am the intern, I always seem to draw the shortest straw for the office errands, so this morning I had to run out to Office Depot to buy new toner for our machines. I guess I can't complain too much, though, cause it does get me away from my desk.

I devoted most of my time after lunch to polishing up the CSS and PHP files associated with SocialStatCenter, removing things that I had disabled, as well as things that are additionally functionality we don't need. I did save a copy of the unedited files, in case we ever decide to re-enable some of that functionality.

This afternoon Simms gave me a mid-year Client Update letter and a list of clients he wished it sent to for me to create a form letter. I did this, and printed the letters for him to sign and return to me.

Before I left, I created a quick email for CNG about a survey they've put together. These are always pretty easy, as they just require a change of text and the link to the survey.

June 15, 2011

Spent the first half of the day stuffing the Mid-Year Client Report Letters for Simms, then printing and affixing the mailing labels. We didn't have enough stamps to mail all of them, so I went to the post office down the street to buy the stamps and mail them.

I began to make the changes that I could make quickly and easily to the CourseSmart database. I had to update the attribute list online in ExactTarget, then make sure that all the data I was preparing to append to our database was in the correct formats. Before I uploaded anything, I wanted to make a backup copy of our current database, which ended up taking 4 hours to export, ending my work on this for the day.

I spent the rest of the day preparing for the meeting with Marx in the morning about SocialStatCenter. I trimmed and retrimmed my list of bugs/errors on the site that we needed him to fix, and in the process figured out a couple work-arounds which will work in the meantime to get the site launched.

June 16, 2011

This morning I came in and organized all my notes for meeting with Marx. I created/updated Google doc for meeting including agenda and action items for Marx after the call. I sorted the list of SSC problems by priority so that Marx can use it after the call as a reference.

At 9:30, Amanda and I went to the conference room and dialed Marx, he was running late getting to the office, so we had to wait a few minutes to call him back. The call went well, and Marx is going to email me later today with an estimate of how long it will take to makes the proposed changes.

This afternoon I was given the results collected by a Ninety Nine Restaurants survey and asked to create a report for the client. I used the Survey Monkey tools to download the data with crosstabs for Gender and Age and reformatted them into a more readable document in excel.

Ruth gave me a RaceTrac email to put together this afternoon, which I did happily, it was a very nice break from working on the survey data, which I have only just begun to chip away at.

June 17, 2011

Not an exciting day today. I spent nearly the entire day working on compiling and organizing the survey data from the 2 Ninety Nine Restaurants Surveys.

Before I left, I had a little time to start work on a couple of CNG emails that go out for testing on Monday morning.

June 20, 2011

Began this morning, as I have most lately, putting together some CoreNet Global emails for the upcoming summits in Paris and Atlanta. These are usually pretty easy as they only require replacing the copy, so it usually doesn't take very long unless some of the links get mixed up.

Met with Ryan briefly this morning to get him caught up on what I've been working on, as he's been on vacation for a week. We also spoke briefly about the progress on SSC. I think all we're waiting for now is the bug fixes and functionality changes that Marx is supposed to have done by this Friday.

Another CNG email request came in while I was at lunch for a Learning eUpdate for North American members. Like the summit emails, these are usually pretty straightforward to put together as they typically only require changes to the text, and not any formatting or graphic changes.

This afternoon I actually had a bit of time to make some progress on the CourseSmart database project. I added the additional attributes provided by CourseSmart to our ExactTarget database, and then uploaded their data as an "update existing records only" upload, which appended the extra data to our database. Then I exported an updated copy from ET, and imported it to access where I could run queries and generate reports a little easier than in ExactTarget.

June 21, 2011
I decided that today is the day that I'm going to get this CourseSmart database project done. I don't have any emails to put together, so I have most of the day to devote to getting it done.

I began by importing the data to access, which didn't want to work. In order to get everything to import as the proper data type, I actually had to open the document in MS Excel and edit the fields, then resave the document as an excel file, rather than Comma Separated Value file. This allowed me to import the data without and data type errors.

Next, I had to separate the data by expected graduation year. I created a query to generate a table for a particular year, then ran it for each year for which I needed to generate a table.

Next, I had to separate the data by region to find the largest regions by sales. Since the database did not contain a field for region, but did contain the school state, I created a field for region, and then used an update query to apply the correct federal region based on the school's state. Then I generated a table displaying the count of customers from each region.

Finally, I had to create a query to return the number of purchases made on each date, in order to find ideal weeks to send out email campaigns to drive business to CourseSmart.

I heard back from Marx about how long each task would take, and finding it to be less than the amount of time Ryan and I discussed, approved the work and asked him to have it done by Friday if possible.

June 22, 2011
Two CNG emails to prepare this morning, another remind about the upcoming Paris Summit and a Learning eUpdate for Australia and New Zealand.

I spent a good bit of time this morning curating the stats on SocialStatCenter, adding new stats, removing out-dated information and linking new infographics. I've decided it'd be best to stay out of the code until after Marx has finished making the changes we asked him to make, so that I'm not interfering with that.

This afternoon I helped Beckley put together a mass mailing for 99 Restaurants. We had to send out some paper slips for customers to use to sign up for the 99 Restaurants eClub.

Before I left today, I started to work on a categories page in Wordpress for SSC, but I didn't finish it. I need to look into the nuances of Wordpress's page editor.

June 23, 2011
Spent this morning creating a page in WordPress for SocialStatCenter for category navigation. The page will contain a formatted list of all the stat categories and will display the number of stats in each category.

Next, Ryan has asked me to add a call to action to another of BrightWave's websites, EmailStatCenter, to the email category page. After exploring my options, I've decided that the simple solution is the best, and added a "sticky" post to the category. This will keep it at the top of the list of stats. In this post, I added a blurb about EmailStatCenter, and a logo that links to the site. This was surprisingly frustrating to do, as I hate to write HTML/CSS to manually reformat the post, as the theme was not designed to display posts with images.

I'm learning a lot about WordPress, which I didn't expect. I'm discovering that it's a lot more flexible and powerful than I had originally thought. I imagined it to be more of a blogging service, but depending on your level of skill at creating or working with WordPress themes you can make it so much more. However, when you make custom themes, there are so many situations that it is easy to overlook and forget to account for in the code. Working on SocialStatCenter has really helped to improve my understanding of php and CSS.

June 24, 2011
This morning I received an email from Marx that all of the changes we requested for SSC have been made. I traced my way through our revised design specs and made sure that the changes he made matched our design and that nothing broke when I used different browsers. I emailed Marx back that we are satisfied with the changes and thanked him for his quick work.

Now that Marx has implemented the ability to post custom images for our category headers on the homepage, I decided we need to find/create images for those headers, so I searched Google for images I could cut and resize to fit properly. Getting the images sized and shaped properly was frustrating. Fortunately, getting them on to the site was much easier.

Coded a couple quick CNG emails. These CoreNet Global emails are becoming almost second nature. I'm finally familiar with the layouts for each style of email they send out, so making adjustments and adding new text is very simple now.

Had a short meeting with Ryan about what I'll be working on the next couple weeks, mostly I'll be helping him with research for an upcoming presentation he's doing, but I'll also be working with him to create a process document for Account and Campaign managers. This will involve largely determining what the individual responsibilities for each will be and how they will interact.

June 27, 2011

As per my morning ritual, I ate my yogurt while making the changes to the previous days batch of CNG emails.

Had a brief meeting with Ryan this morning to talk about a task he needs me to get done today. I will be working to come up with process document for emails from start to finish. This would include all steps from the client's recognition of a need, to our reporting after the email has been delivered.

I quickly wrote up a draft of what I believed to be the individual steps in the process, then scheduled a short meeting with Ruth to have her look over my document and make sure I wasn't forgetting anything. Ruth and I quickly smoothed everything out into a very organized and accurate document, then asked Brent to review it before I sent it back to Ryan.

My final task of the day was to research the various online productivity and project management systems. I looked at several applications including Manymoon, TeamBox, and Basecamp. I created a quick list of of pros and cons for each, and prepared my notes on them for a quick meeting with Brent and Ryan.

After the meeting, we determined that the best fit for BrightWave would be Basecamp, so Ryan created an account and tasked me with setting it up.

June 28, 2011

My main task this morning is to setup Basecamp. I needed to create accounts for everyone and create projects for each client. The only real roadblock to this was that I don't know who is in charge of each account. So I asked Brent to make a quick list of who I should make responsible for each account project in Basecamp.

Next, I decided we need some sort of documentation to familiarize everyone with Basecamp.

I created "quick start guide" PDF including:

- How to edit contact/account details
- How to add calendars to outlook
- How to set up email alerts
- How to create projects
- How to create to-dos
- How to upload/attach files

Creating the guide was a bit of work, considering I didn't have Captivate, I had to use Photoshop and Word to create screen captures with labels and captions. Still, I'm very happy with the result, I think it'll be very helpful in easing people into the new software.

June 30, 2011

This morning I updated Basecamp with tasks/calendars from CoreNet Global, as well as creating a to-do template for CNG emails.

Ryan scheduled a meeting with me this morning to discuss what I have learned about Basecamp and any issues/hurdles/tasks we may face on the course of getting everyone acclimated to it.

Immediately following the meeting with Ryan, Ryan and I overviewed Basecamp to the BrightWave employees and addressed any questions/concerns they had. Anything we did not have an answer for, I took note of, so I could search for a solution or workaround.

I spent a large portion of my afternoon researching Basecamp extras/widgets/applications that may streamline some processes, particularly time-tracking. Basecamp allows for the tracking of time spent on any project or task, however, the way of entering this time is a little clunky, so I've downloaded 3-4 different applications to make it easier.

Before I left today, I received two email requests from CoreNet Global, which I put rough versions of into ExactTarget.

July 1, 2011
Made some updates to our Basecamp account creating more templates for commonly repeated task lists as well as creating a couple of project templates that would create a client page that could be easily modified for new clients.

I worked on a CNG Asia eLearning update email, which required a couple of creative formatting solutions. I had to look up some fancy table formatting techniques in HTML in order to get the table to look the way they wanted. Even then, I had to check with Ruth and Michael to make sure that my formatting would display properly in each email client.

Worked on CNG 2020 invitation email, which is the first in awhile on which I had to do more than just reformat the text, and learned some extremely helpful HTML tricks and email best practices from Michael. For email at least, you have to ruthlessly over-format each element in HTML/CSS as some clients will render with different styles and while others require yet another style tag.

I started working on CNGs July CoRE Market Indicators email, but didn't have time to finish; also, I need images from CNG.

July 5, 2011
I received the images we requested from CoreNet for the CoreMarket Indicators email. After quickly resizing them, I uploaded them to ExactTarget and then update the links in my email to reflect their location.

This morning Ryan asked me to do a PowerPoint deck with screenshots about different social media monitoring services, like Vitrue, Sysomos and Radian6, highlighting some pros and cons of each. This proved to be a little more time consuming than I originally believe as many of these services ask that you call and schedule a live demonstration in order to see the product in action.

Before leaving this afternoon I had to put another CNG Atlanta Summit Host Hotel Promo email together in ExactTarget.

July 6, 2011

This morning I continued my research for the Social Media Monitoring Tools PPT. I tried to find some screent shots first, in hopes that I'll be able to use the contents of the screenshots as selling points for each platform, but they must agressively remove screen shots from the internet, OR, since the programs are used to monitor and collective internal metrics, maybe screenshots can't be shared. I'm not super sure how to proceed from here, so I'm going to put it aside and make sure I'm not getting behind on my other work.

Ruth's meeting with one of our clients is coming up, and she's asked me to organize my findings from merging and examining our subscriber databases. I orginzed my findings into a google docs, and included the following highlights in an email to Ruth:

Number of Students by Expected Grad Year
Pre-2011 49714
2011 36984
2012 31155
2013 14206
2014 5757
2015 1254
Post-2015 770

- 27090 subscribers purchased in 2011
- 16243 subscribers purchased more than 2 units
- The most active purchase dates in Fall 2010
  - 8/30 – 745
  - 8/31 – 738
  - 9/1 – 651
  - 8/24 – 648
  - 8/25 – 619
- The most active purchase dates in Spring 2011
  - 1/24 – 839
  - 1/25 – 691
  - 1/26 – 606
  - 1/27 – 473
  - 1/30 – 459

I am really enjoying getting to spend time examining data from our clients. I look at it as if I have been presented with a mountain of information, which I have to mine for valuable bits.

Amanda is working on a proposal for another client and asked me to create an attractive timeline for her to include.

I received the request for edits from CNG for the CMI email I tested to them yesterday. One thing I'm noticing more and more about the CNG emails is that too many people are being given each email to edit. When I send out a test, it goes to anywhere from 5-8 people, each of which always has their own opinions about what I need to change. Fortunately, they direct all edits through a single person, however, sometimes they forget to remove the conversation history from the email they send me, and I can see a small window of how the editing process occurs there. It looks like a nightmare.

With all that taken care of, I have the rest of the day to focus on researching for Ryan's PPT. I spoke with him briefly to get a little more information about the purpose of the document, and gleaned that the idea is to make one really stand out as the superior product. The presentation is going to a client and we are trying to help them make the best decision.

July 7, 201

Spent most of this morning finishing up the powerpoint deck for Ryan. Through extensive Google searching I was able to locate a few reviews for each tool and made a rough list of pros and cons for each from reading each review. I had to work a little bit harder to find decent screen shots, even resorting to pulling some less-than-descriptive images from the Vitrue website, but it was the best I could do, and would work for our purposes.

CoreNet is relocating, and so they've asked us to put together an email to their subscribers with all the information about the move and update address/contact info. I was able to just adapt a template we use for survey invitations to suit the purpose, and used one of the images they sent with the request to create a quick banner to sit at the top.

Made edits to the Atlanta Summit email I put together yesterday, then received a request for another Atlanta Summit email, targeted for people who have already registered.

This afternoon we had a "big picture" meeting with everyone from BrightWave in attendance. This was a very interesting meeting about BrightWave's goals and progress, and it was good to see that BrightWave is well on its way to smashing the goals for 2011. We also spent time reading and reevaluating the company mission statement, which I found to be interesting as well. Simms has actually assigned everyone a little bit of homework. He has asked that each employee write what they believe BrightWave's mission statement to be, which I thought was really cool.

Original:

To provide our clients with exceptional service, expertise and management of their email marketing and digital messaging programs that drive revenue, cut costs and build relationships.

My revision:

To assist our clients in driving revenue, cutting costs, and building relationships through expert management of their email marketing and digital messaging programs while continuing to provide exceptional service.

CORPORATE REAL ESTATE | 2020

The Future of Corporate Real Estate and the Workplace

Dear %%FIRST_NAME%%,

We need your help! Corporate Real Estate 2020 is CoreNet Global's new transformative research initiative. In August, we're bringing together the thought leaders in our profession to officially launch the initiative, which will analyze and consider the current and future state of corporate real estate (CRE) and the workplace. **We ask that you make plans to join us 17-18 August 2011 in Dallas, Texas for the launch meeting of Corporate Real Estate 2020!**

Between now and the CoreNet Global Summit, San Diego in April 2012, we'll be studying the future of our industry in these critical dimensions:

- Enterprise Leadership
- Workplace
- Sustainability
- Service Delivery & Outsourcing
- Portfolio Optimization & Asset Management
- Location Strategy
- Technology Tools
- Partnering with Key Support Functions

We need your knowledge and experience to help paint an accurate picture of where our industry is headed, so please make plans to attend and contribute to the work team of your choice.

Register Now

All registration fees have been waived for a limited time, so don't wait!

You are also invited to bring a member of your internal CRE team with you to this meeting so that we have a variety of subject matter experts on hand.

If you have questions or would like further information, please contact:

Tim Venable
Vice President of Knowledge & Research
tvenable@corenetglobal.org

Melissa Securda
Director of Knowledge & Research
msecurda@corenetglobal.org

I look forward to seeing you in Dallas!

Sincerely,

Angela Cain
CEO, CoreNet Global

Agenda

Wednesday, 17 August 2011

12:00pm	Networking Lunch
1:00 - 5:00pm	Introductions, Context Setting & Work Sessions
5:00 - 6:15pm	Break
6:15pm	Cocktail Reception & Dinner

Thursday, 18 August 2011

8:00am	Continental Breakfast

8:30 - 10:30am	Work Sessions
10:30am	Closing Remarks

CoreNet Global

%%Member_Busname%%
%%Member_Addr%%
%%Member_City%%, %%Member_State%% %%Member_PostalCode%%
Phone: +800.726.8111

CORENET GLOBAL

CoREMarket Indicator

Initial reports from Q2 2011 show signs of slowly returning confidence around the world. The global office vacancy rate is less than 15% and falling, while forecasted investment volumes point to significant growth over 2010. Corporate occupiers, though, are focusing on expanding wisely, only taking on new space and additional costs as needed. Asia Pacific continues to lead in recovery, followed by the United States, then Europe, in terms of year–over–year percent change and office leasing.

– Anna Johnson, Knowledge Center Librarian

Call for content: Submit your research reports, presentations, and white papers to be considered for an upcoming CoREMarket Indicator! Click here or email Anna Johnson at ajohnson@corenetglobal.org.

Month of July, 2011 Issue

Forward to a Colleague »

Quick Links

- Global RE Market Trends
- Americas RE Market Trends
- Asia Pacific RE Market Trends
- EMEA RE Market Trends
- Australian RE Market Trends

Global Real Estate Market Trends

- **CBRE Global In-Sights: Global Themes**
  Asia-Pacific Leads, Europe Lags: An analysis of the economic trends of Asia Pacific, EMEA, and the Americas. Topics include multi-speed economies, equity and debt capital markets, and property fundamentals.
  Learn More »

- **JLL Global Market Perspective Second Quarter 2011**
  As we enter the second quarter, the world's major commercial real estate markets have continued on a recovery path.
  Learn More »

- **Cushman & Wakefield Data Centre Risk Index**
  The Data Centre Risk Index ranks twenty countries according to the top risks likely to affect the successful operation of a data centre.
  Learn More »

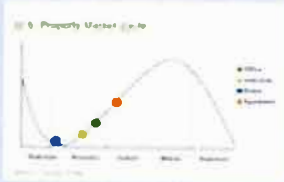
- **CBRE Global Office MarketView Q1 2011**
  According to CB Richard Ellis' Global Office Rent Index, all regions experienced year-over-year increases in their rents in Q1 2011, with the global index increasing by a healthy 4.3%, up from its previous year-over-year increase of 2.4% in Q4 2010.
  Learn More »

- **June 2011 Global Economic Indicators**
  Learn More »

Real GDP Year-over-Year % Change, from CBRE Global In-Sights: Global Themes

View Full-Sized Graph »

Americas Real Estate Market Trends



U.S. Property Market Cycle, from Cassidy Turley U.S. Macro Forecast: June 2011

View Full-Sized Graph »

- **2011 State Incentives Resource Guide**
  The BLS 2011 State Incentive Resource Guide is intended to provide a detailed summary of the primary and most valuable state and local economic development incentives offered throughout the US to help companies evaluate whether incentives can play a meaningful role in their real estate decision making process.
  Learn More »

- **CBRE Econometric Advisors About Real Estate: Office Recovery: When and Where?**
  The question on everyone's mind is now "where do I invest"?
  Learn More »

- **Cassidy Turley U.S. Macro Forecast: June 2011**
  The U.S. economy is clearly losing momentum. Real GDP is on pace to grow at a rate that is less than 2% for the first half of 2011, down from 2.9% in 2010.
  Learn More »

- **June 2011 Americas Economic Indicators**
  Learn More »

Asia Pacific Real Estate Market Trends

- **DTZ Foresight: Asia Pacific Fair Value Q1 2011**
  Particularly in India, China and Australia, investors have a choice of high-yield, high-growth markets available at attractive prices.
  Learn More »

- **CBRE Global In-Sights: The Real Estate Market in Asia Pacific**
  An analysis of the Asia Pacific real estate market's upward trend, supported by data from the Asia Pacific Office Rental Index.
  Learn More »

- **Asian Affluence: The Emerging 21st Century Middle Class**
  The emerging middle classes in China and India are poised to force a shift in global consumer spending.
  Learn More »

- **June 2011 Asia Pacific Economic Indicators**
  Learn More »

EMEA Real Estate Market Trends

- **DTZ Foresight: European Fair Value Q1 2011**
Challenging economic conditions, caused primarily by the sovereign debt overhang, have forced many European countries to employ drastic fiscal measures, resulting in a slowdown in both public and private sector growth.
Learn More »

- **JLL on point: EMEA Corporate Occupier Conditions Q2 2011**
Continued improvements in corporate confidence and a willingness to invest in smart growth translated into robust activity levels and the emergence of some expansionary demand.
Learn More »

- **Summer 2011 European Market Indicators**
Rental cycles for offices, logistics and shopping centres by city. Also includes a market monitor of rents and yields by city.
Learn More »

Major city tenant/landlord markets, from JLL on point: EMEA Corporate Occupier Conditions Q2 2011

View Full-Sized Graph »

- **Knight Frank UK Market Outlook: Commercial property review June 2011**
The Commercial property market continues its unremarkable journey through 2011. After a correction as severe as 2008-2009, a gradual recovery was inevitable, but many of the worst case scenarios have failed to materialise, thankfully.
Learn More »

- **June 2011 EMEA Economic Indicators**
Learn More »

Australian Real Estate Market Trends

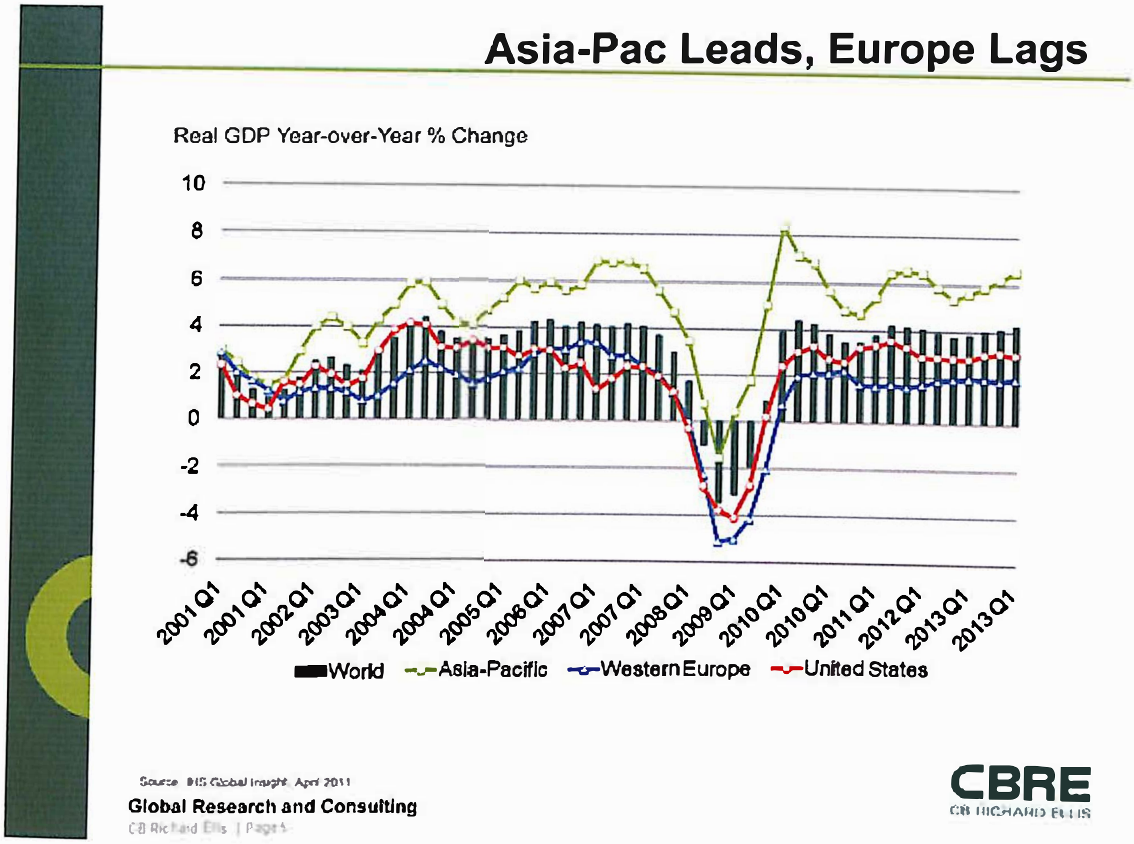
- **JLL Australia Industrial Investment Market Themes June 2011**
Sales volumes increased 9% y-o-y in 2010, reaching 139 deals worth AUD 1.7 billion.
Learn More »

- **JLL Pulse Australia Economic Update June 2011**
The Australian economy contracted by 1.2% in the Q1 2011 quarter and has grown by just 1.0% year-on-year, down from 2.7% in the year to Q4 2010.
Learn More »

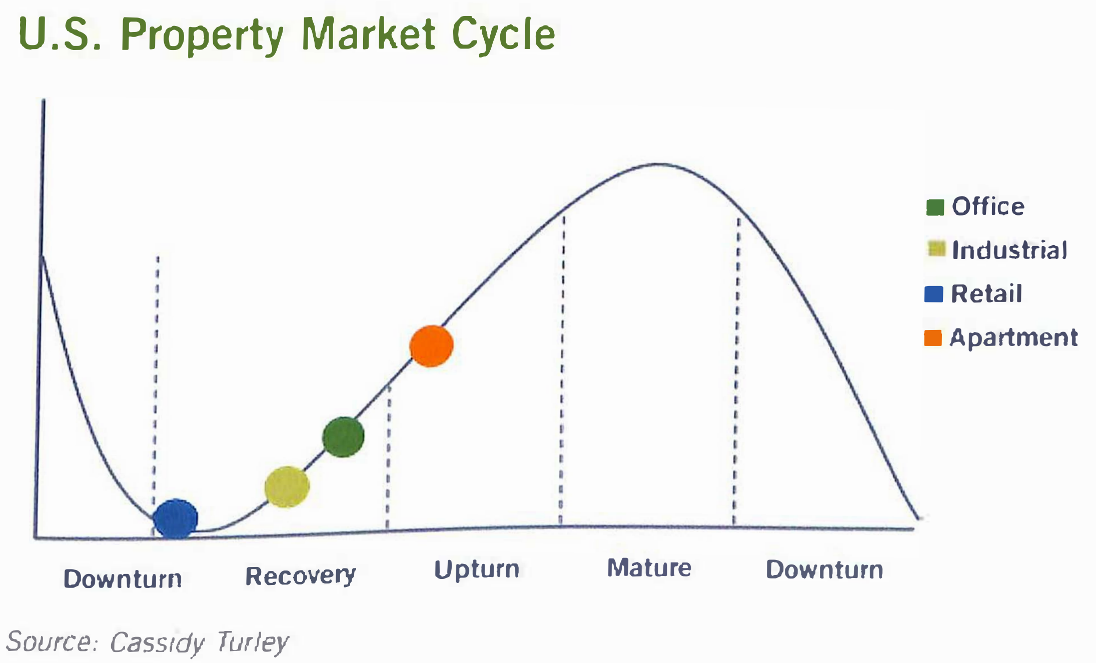
- **June 2011 ANZ Economic Indicators**
Learn More »

Image Appendix

Real GDP Year-over-Year % Change, from CBRE Global In-Sights: Global Themes



U.S. Property Market Cycle, from Cassidy Turley U.S. Macro Forecast: June 2011



Major city tenant/landlord markets, from JLL on point: EMEA Corporate Occupier Conditions Q2 2011

Exhibit 8: Markets continue to move towards landlord favourable conditions

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Join your peers in November at the CoreNet Global Summit Atlanta.

Overview | Hotel | Venue | Sponsorship Opportunities

SOCIAL DYNAMICS

CONNECTIVITY : CREATIVITY : RELATIONSHIPS

ATLANTA

CoreNet Global Summit
6-8 November 2011

Dear %%FIRST_NAME%%:

The **CoreNet Global Summit Atlanta** provides insight and awareness on top industry information to assist your business in growth and development.

Breakout sessions include:

- **Nortel** and **HOK** discuss divesting an entire company, creating new solutions to align with new objectives
- **U.S. General Services Administration** (GSA) experts demonstrate three cutting-edge GSA tools that exemplify the importance of taking a systems thinking approach to sustainable workplace design

Don't miss these and other exciting events at the Atlanta Summit 6-8 November 2011.

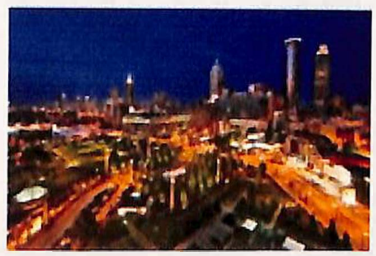
Register Today!

Pre-Summit Seminars

5-6 November

- Enterprise Alignment
- Corporate Real Estate Finance
- Real Estate Transactions: Impact on Corporate Financial Statement
- Advanced Lease Analysis
- Portfolio Management
- Real Estate Outsourcing
- Sustainable Strategies
- Change Leadership
- Positioned for Success
- Enabling Workforce Mobility

Learn More



TRAVEL DETAILS:

- Atlanta: Your Host City
- Hotel Information
- Venue Information

SUMMIT INFO:

- Overview
- Sponsorship Opportunities
- Online Registration

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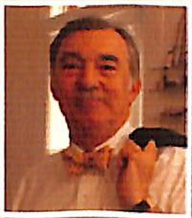
De Facto *news from* VERMONT LAW SCHOOL

SUMMER 2011

Dean Shields Announces Retirement



Vermont Law School President, Dean, and Professor Jeff Shields has announced his retirement, effective August 1, 2012, after four decades as a practicing attorney and legal educator. "I have loved this job," he said. "The opportunity to lead an institution with a mission of public citizenship, public service, and environmental advocacy has been exhilarating. The quality and values of our trustees, faculty, staff, students, and alumni have lifted me every day since I started here on August 1, 2004. The positive accomplishments during the last seven years have been due to the creativity and hard work of our remarkable VLS family. With their help, I hope to make my last year as dean my most productive." **Read more...**

As we enter the 2011-2012 academic year and begin our final one with Dean Shields at the helm, we hope you will reflect on how Vermont Law School has influenced your lives and join us in thanking the dean for making VLS a place you proudly call your alma mater. Please send remembrances to **alumni@vermontlaw.edu**.

Reunion Registration Now Open

Sign up online today for Reunion and Sports Weekend, this September 16-18. All alumni are invited to attend; classes ending in '1s and '6s will be celebrating milestone reunions this year. **Visit our website** to view the schedule, make travel and lodging arrangements, and register for a fun-filled autumn weekend in Vermont.

VLSAA Election Results

Congratulations to **David G. Carpenter JD/MSEL'97** and **Robert F. Weisberg JD/MSEL'01**, who were elected by alumni to two at-large positions on the **VLSAA Board of Directors**. Dave and Bob will serve 3-year terms on the board, which meets several times a year.

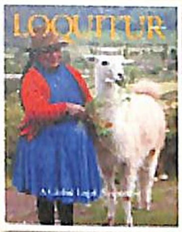
Connect: **Share:**

VLS Rescinds Ban on Military Recruiters

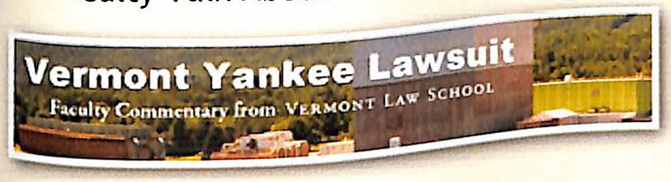
After more than 25 years, VLS is welcoming military recruiters back on campus as a result of the repeal of the "don't ask, don' tell" law. "This law school has stood fast to our position of principle, in the face of significant pressure, to insist that the **'don't ask don't tell' law be repealed**," Dean Jeff Shields said.

Call for Class Notes: Deadline 8/15

Do you have news for the class? Please share what you've been up to in our fall issue of ***Loquitur***! Submissions should be sent to the **Alumni Office** no later than **Monday, August 15**. Digital photo submissions will also be considered for publication; please send your high-resolution images as an attachment.



VLS Faculty Talk About Vermont Yankee



The future of nuclear power nationally could be influenced by the outcome of a federal lawsuit over the troubled Vermont Yankee nuclear plant in Vermont, which is why the case is being watched so closely nationwide. Vermont Law School faculty experts are providing ongoing analysis of the environmental, constitutional, and political implications of ***Entergy Nuclear Vermont Yankee, LLC et. al. v. Shumlin et. al.*** as the case unfolds.

Center for Legal Services Construction Under Way

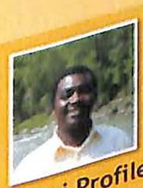
Construction of the new VLS Center for Legal Services is under way! The groundbreaking took place on May 21, and renovations to the former Freck's department store began in June. The center will provide a vibrant new home for the South Royalton Legal Clinic, the Environmental and Natural Resources Law Clinic, Barrister's Book Shop, and an outdoor terrace, creating a hub of activity that will truly integrate VLS into the fabric of the community. The new occupants are slated to move into the new space in August 2012. **Learn more about the Center for Legal Services.**

VLS in the News

Media coverage is a key way to let alumni, prospective students, and others know about your recent accomplishments. If you're mentioned in the national media or other major media outlets, please send an **email to John Cramer**, associate director of media relations. John collects media mentions in **"VLS in the News"** on the VLS website.

Have you seen...?

Amy Goodman
Commencement Speaker



Alumni Profiles

Campus Events

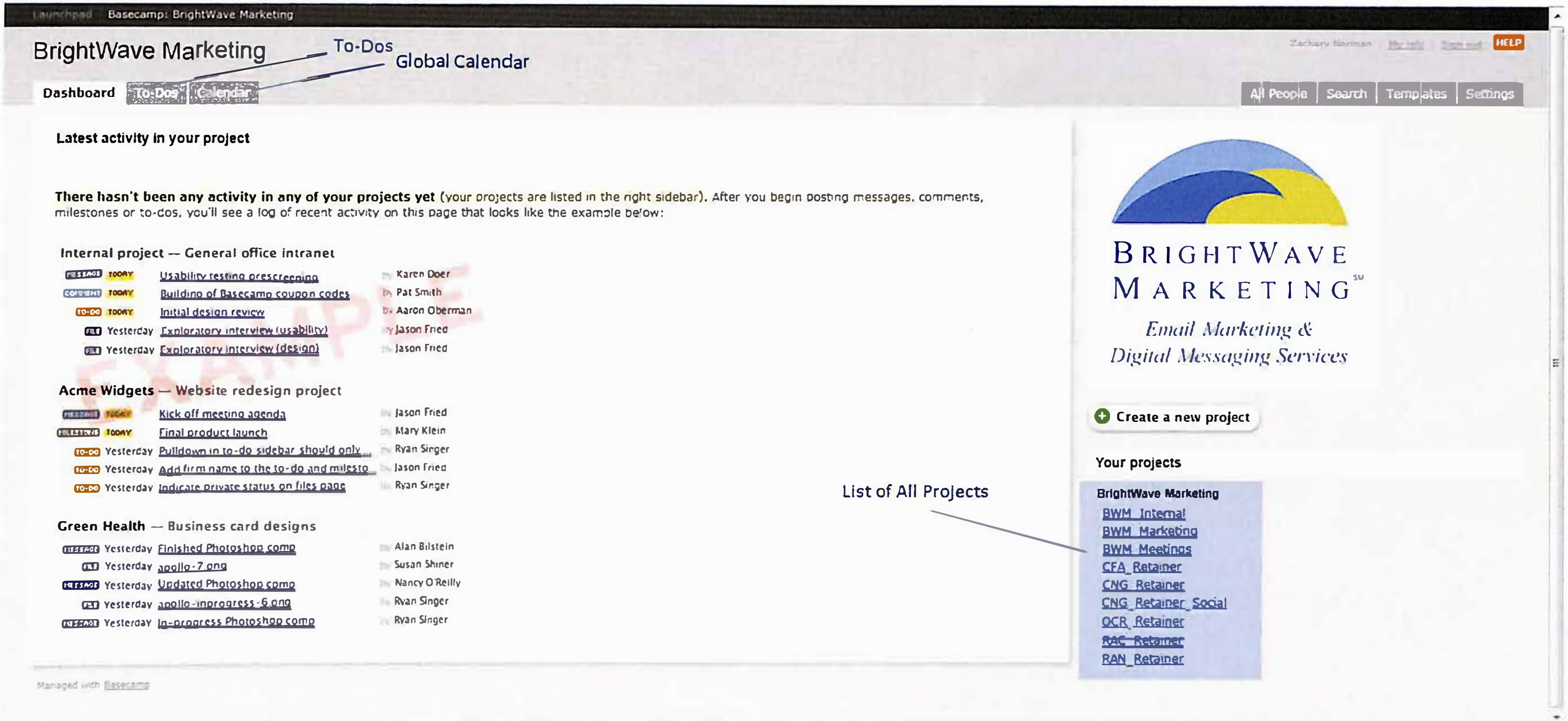
Professor Cheryl Hanna
on YouTube

We hope you have enjoyed this issue of *De Facto*.
If you have any suggestions for future articles or improvements, **please let us know.**

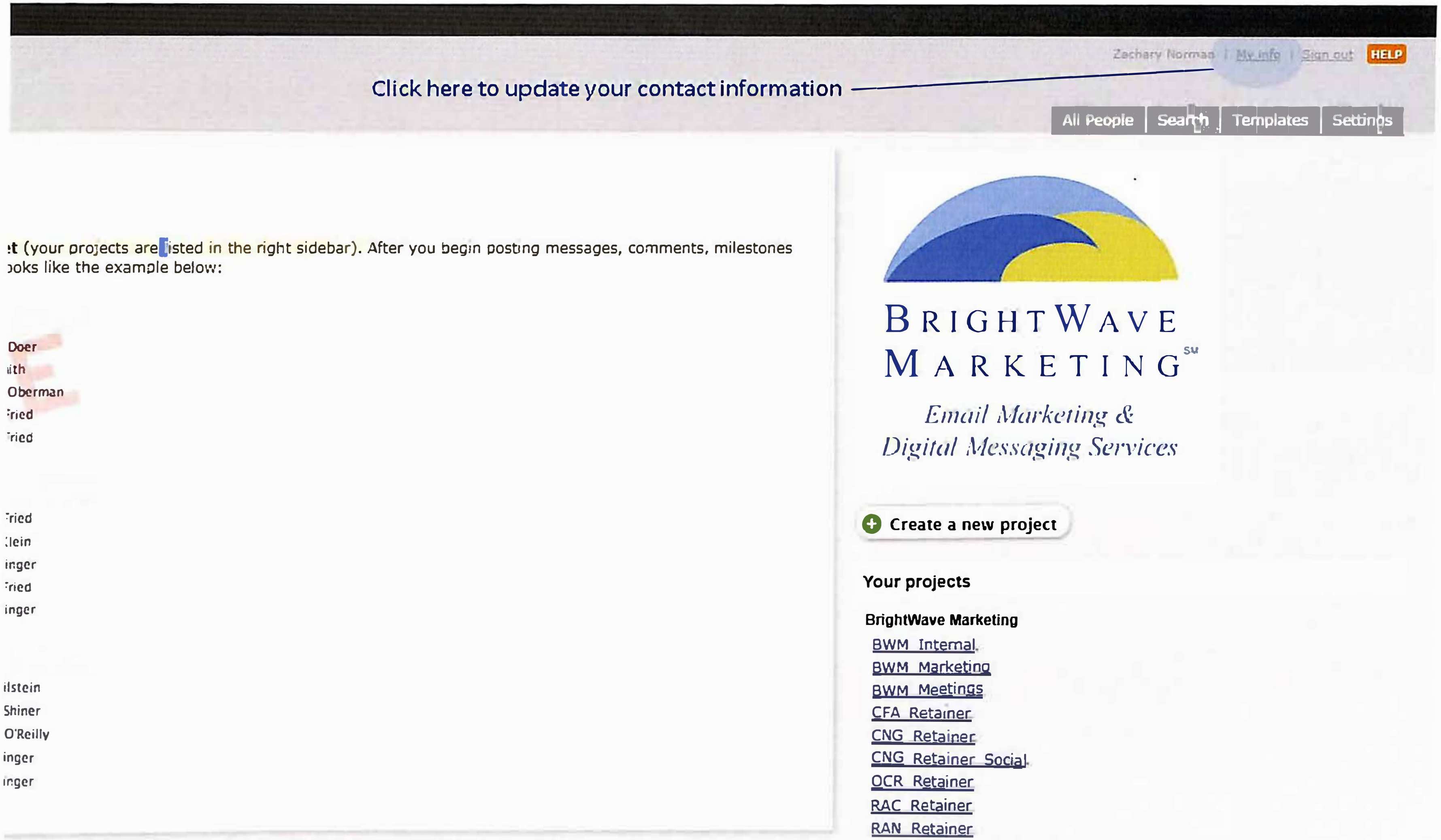
%%Member_Busname%% | %%Member_Addr%% | %%Member_City%%, %%Member_State%% %%Member_PostalCode%%

Base Camp Quick-Start Guide

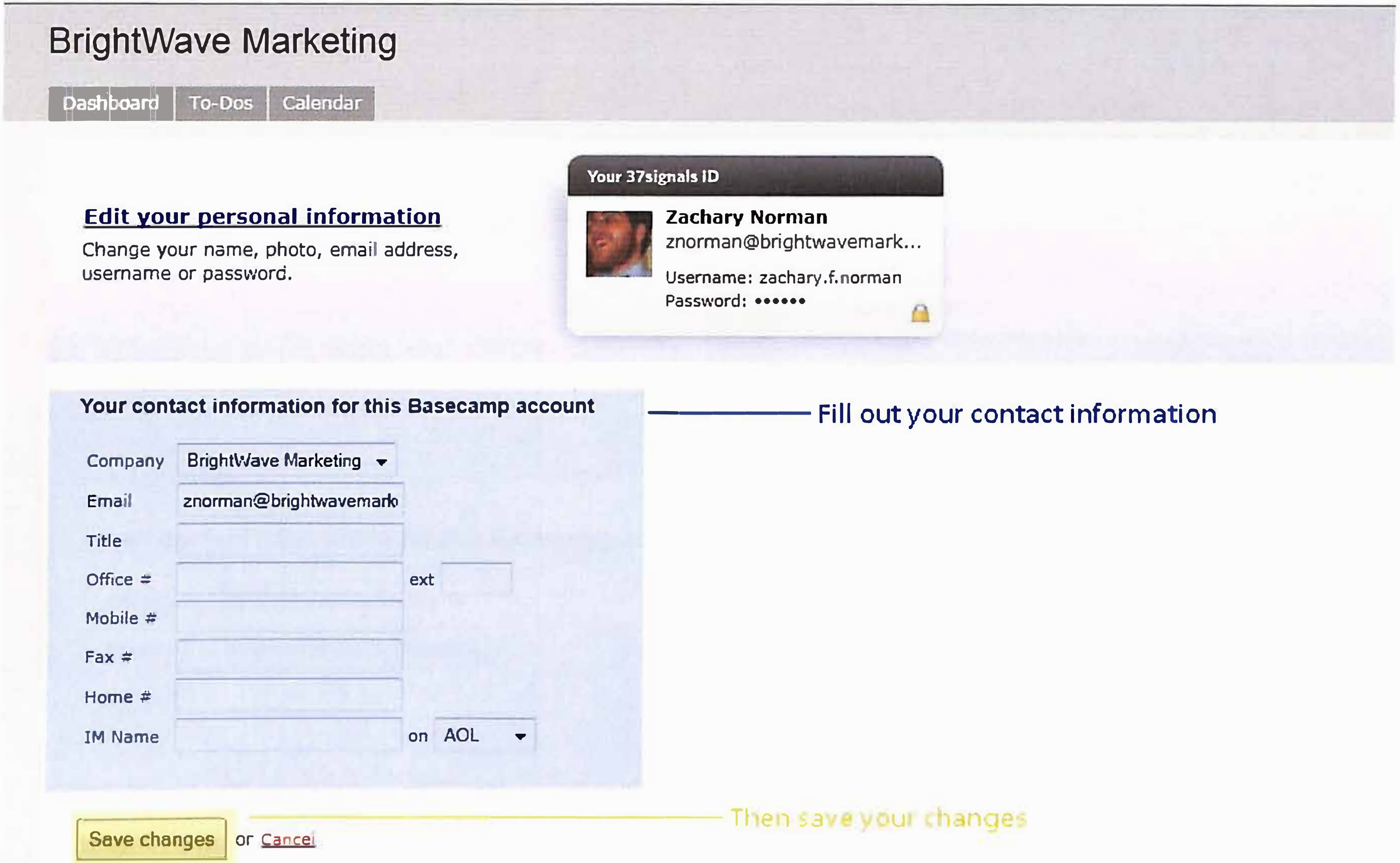
1. The first page you will see when you login is your dashboard, where you see and overview of activity from all projects. You can click on 'To-Dos' to view items that have been assigned to you or 'Calendar' to see a global calendar. In the bottom right, you can see a list of all active projects.



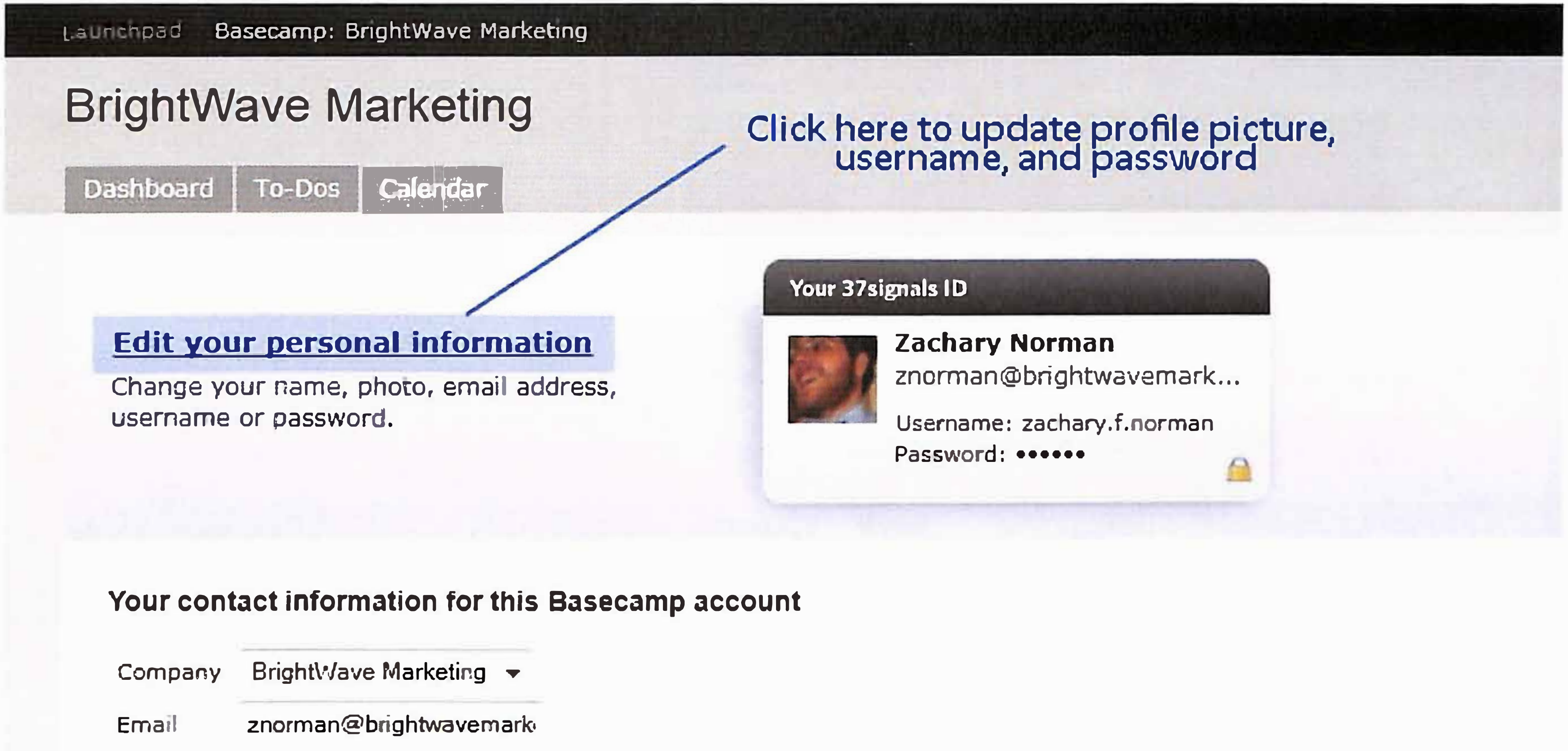
2. To update your basecamp profile, click on 'my info' at the top right of the page.



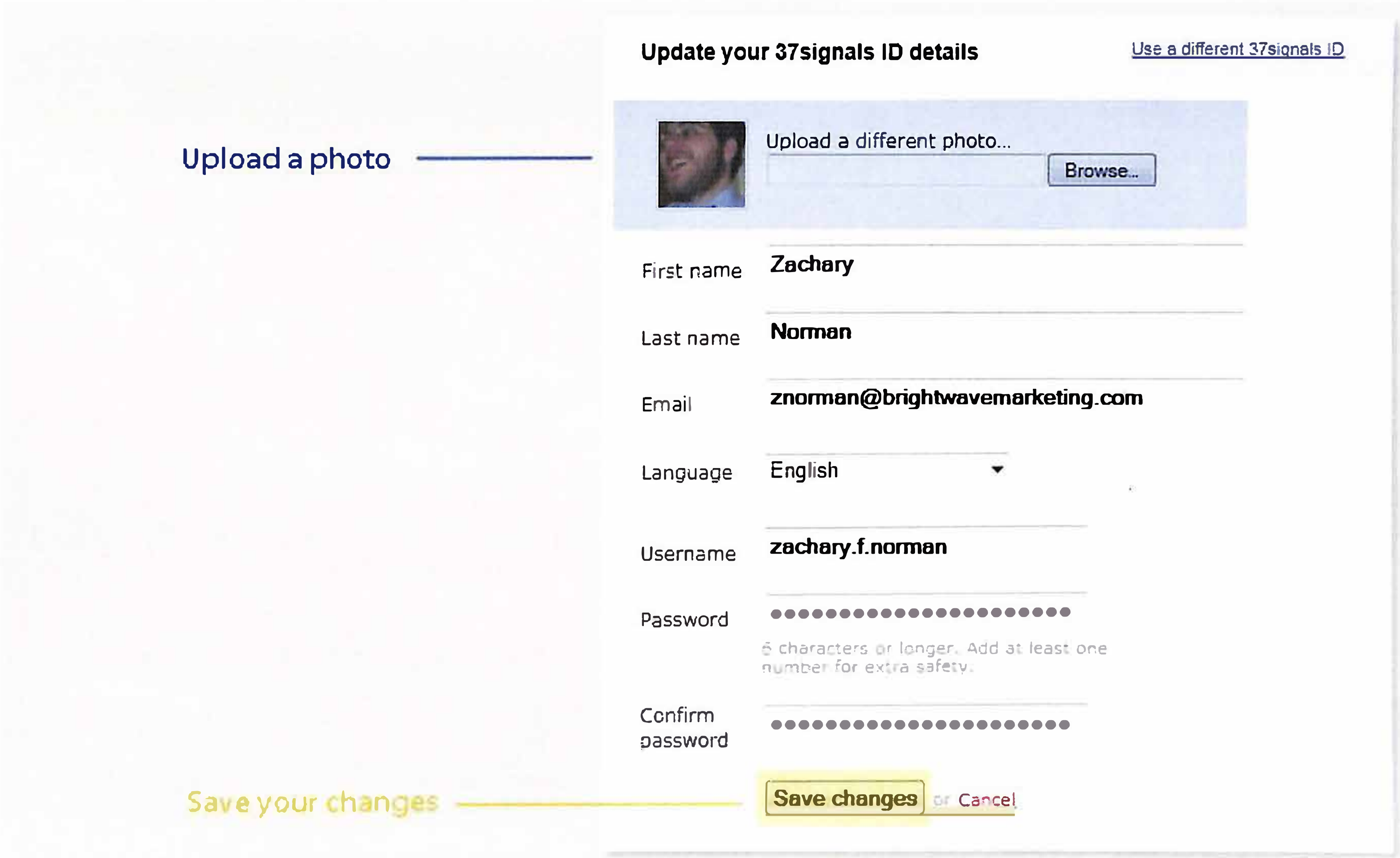
This will take you the page where you can update your contact information.



3. To add a profile picture or change your username or pass word, click on 'Edit your personal information.'

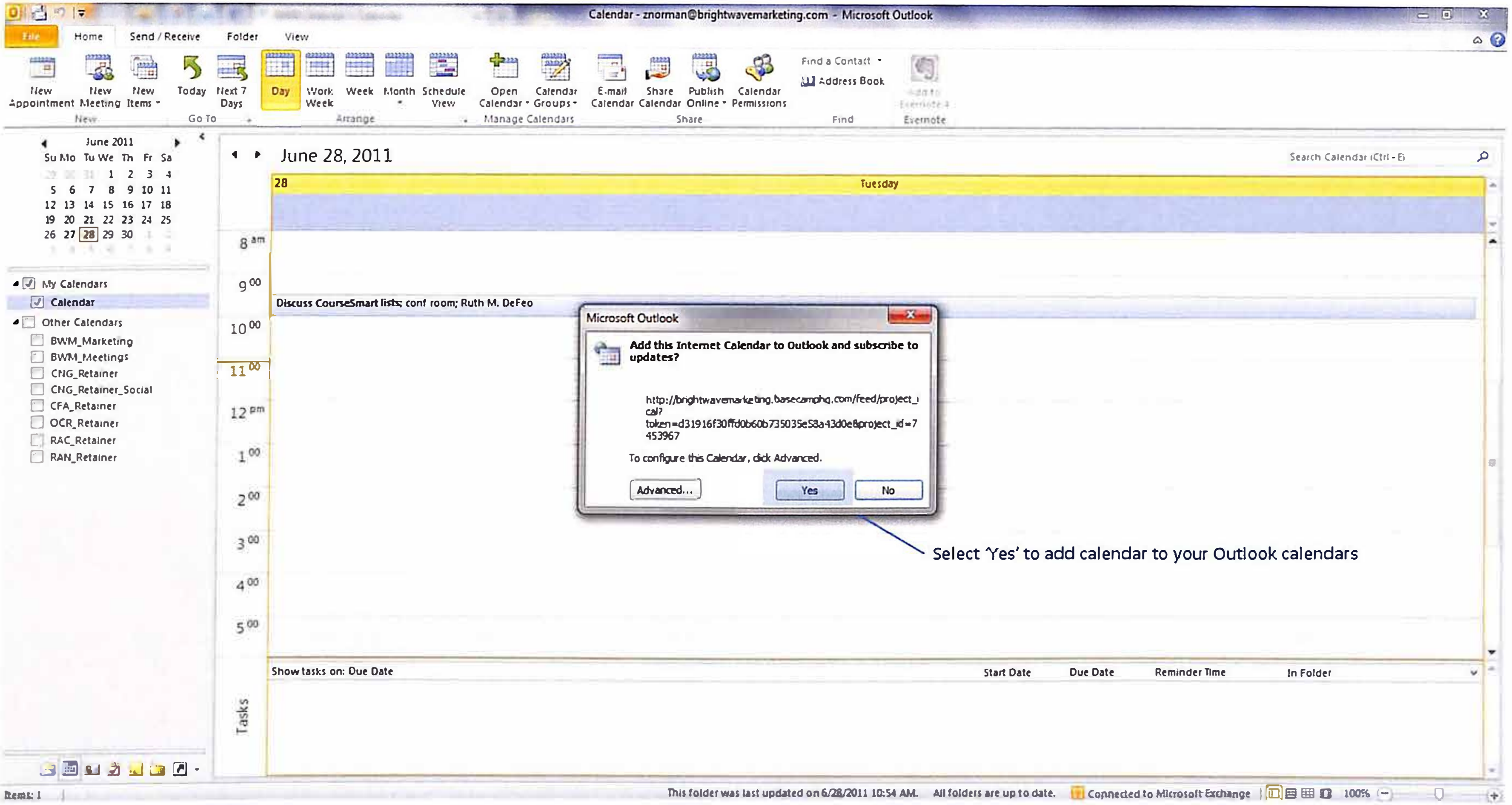


Then upload a photo, make any desired changes, and click ‘save’ to save your changes.



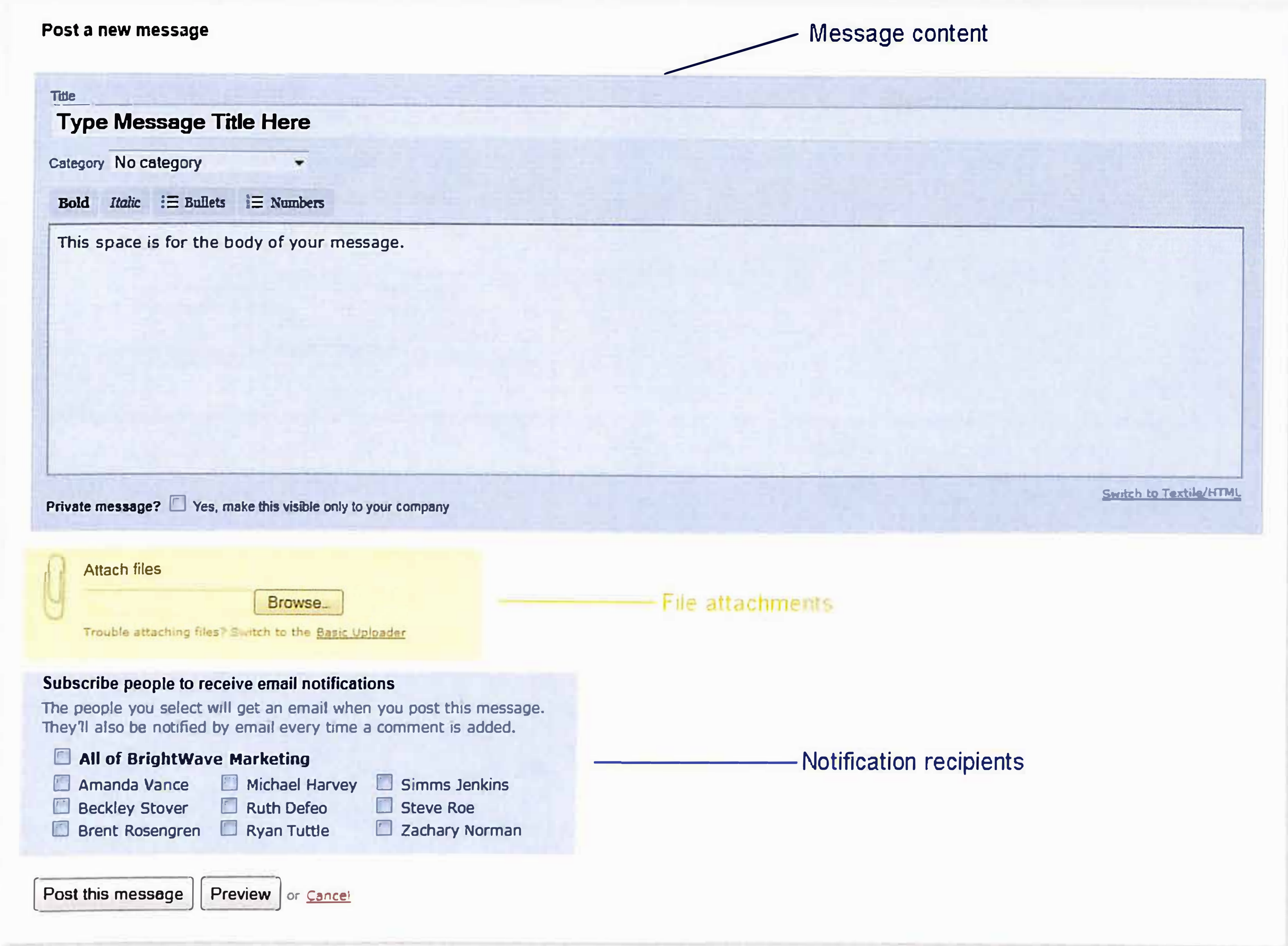
4. To add a calendar to Outlook, select a project, then select the 'Calendar' tab, then at the bottom left of the calendar, select subscribe to iCalendar.

This will open Outlook and open a prompt to add the calendar to Outlook and subscribe to updates. Select 'Yes' to add the calendar to your Outlook calendars.

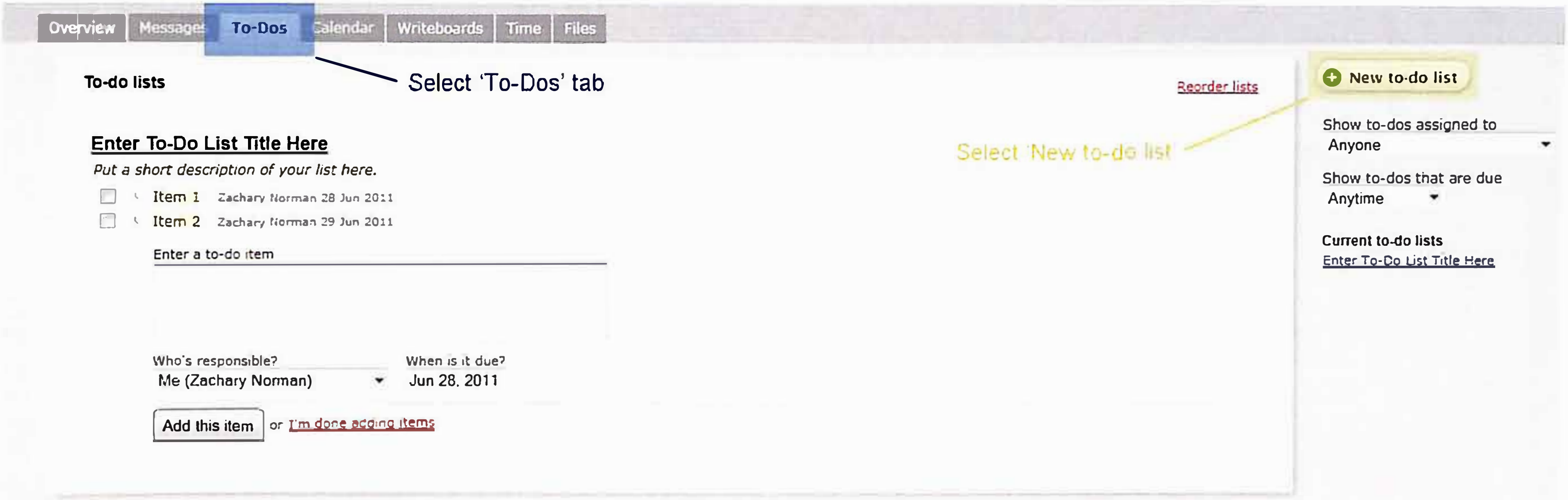


5. To create a new message, select the messages tab, then select 'Post New Message' from the navigation on the right.

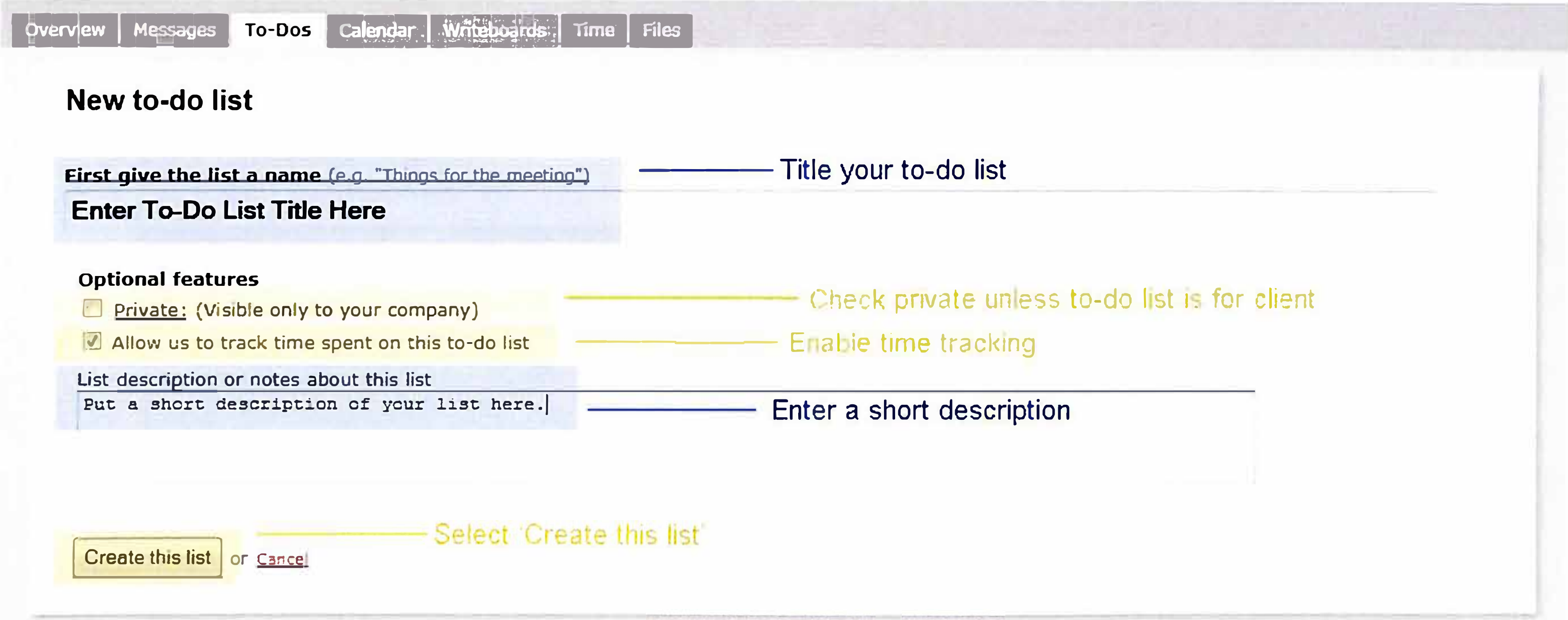
6. Complete the content of your message, including a title, then attach any relevant files and select who should receive email notifications and select 'Post This Message'



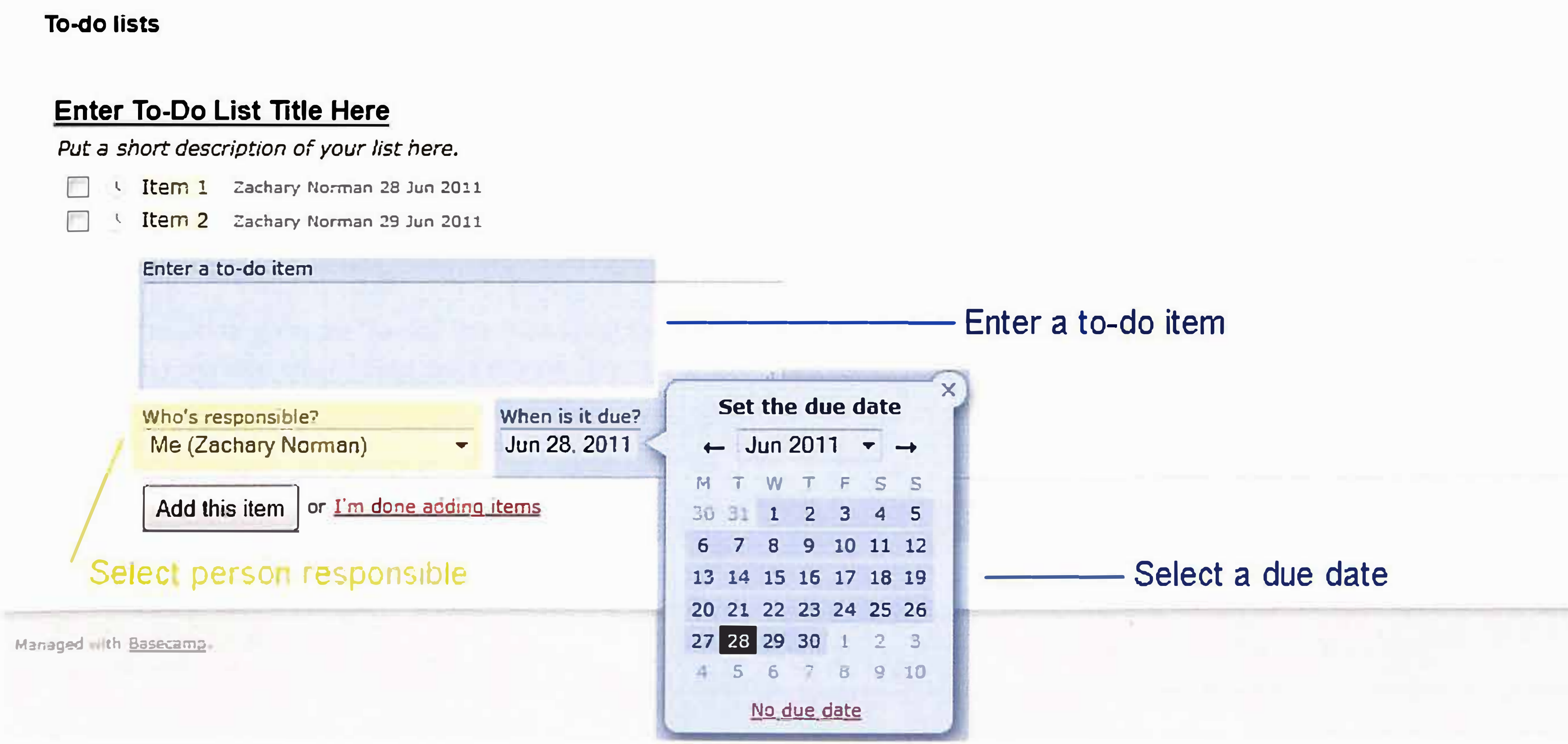
7. To create a To-Do list, select the To-Do tab, then select ‘New to-do list’



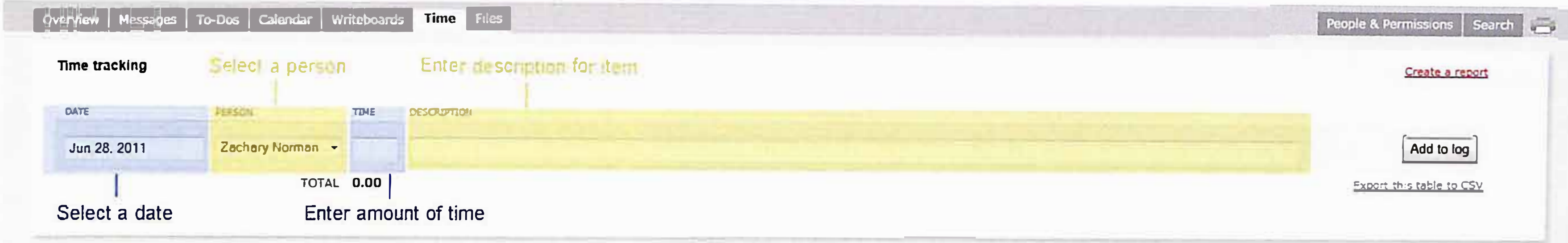
8. Title you to-do list, and then enable time tracking. Also make sure to check 'private' unless the to-do list is for a client. Next, enter a short description and then select 'create this list.'



9. To add an item to a list, enter an item, then select a responsible person and due date, and then select 'Add this item.'



10. Time can be added to a project or to a specific task, to add time to a project, select the 'Time' tab, then enter a date, select a person, then enter the amount of time and a short description, then select 'Add to log.'



11. To add time to a task, go to the 'To-dos' tab, then select the clock icon next to a task. In this menu, select a date and person responsible, and then enter the amount of a time and a short description of work, then select 'Add to log.'