



ACTIVITY DESCRIPTION		SUPPORT		ROI	
		Asset		Impressions	
		TAIR		Engagements	
		MAC		Leads	
		PPI		COIs	

DETAILS
Who:
What:
When:
Where:
POC:

EVENT TIMELINE	DATE	TIME (CST)	ACTIVITY

TASKS	WARNO	DTS	RESOURCES	MEB Asset	COST
	OPORD	Execution		Exhibit Space	
	IPR	AAR		Social Media Plan	