



ACTIVITY DESCRIPTION				SUPPORT		ROI	
	ASSET				IMPRESSIONS		
	TAIR				ENGAGEMENTS		
	MAC				LEADS		
	PPI				COIs		
DETAILS		DATE		TIME		ACTIVITY	
<u>WHO</u>		EVENT TIMELINE					
<u>WHAT</u>							
<u>WHEN</u>							
<u>WHERE</u>							
<u>POC</u>							
TASKS			WARNO	DTS	RESOURCES		MEB Asset
		OPORD	Execution			Exhibit Space	
		IPR	AAR			Social Media Plan	