



ACTIVITY DESCRIPTION				SUPPORT		ROI	
		MAC		IMPRESSIONS			
		ASSET		ENGAGEMENTS			
		COIs		LEADS			
		TAIR					
		PPI					
DETAILS		DATE	TIME	ACTIVITY			
WHO							
WHAT							
WHEN							
WHERE							
POC							
TASKS	WARNO	DTS	SOURCES	MEB Asset	QR CODE		
	OPORD	Execution		Exhibit Space			
	IPR	AAR		Social Media Plan			