**Gutsy Kick off**

**Webcast**

* Step 1, select open date.
  + June: 4, 5, 11, **26**
* Step 2, initial content call so Gutsy speaker + CRA moderator can align on content.
* Step 3, title / abstract developed, then we go in market.
* Step 4, test call to familiarize speaker with platform.
* **Note:** may be interested in an additional CISO.

**eNewsletter (specs below)**

* Image
  + Static jpg or png files sized 300x250.
  + Linking URL
* Text portion
  + Headline 40 characters (6-7 words)
  + Body 120 characters
  + CTA 15 characters
  + Linking URL

* **Note:** let’s do eNewsletters closer to webcast date.
* **Aiden to share dates.**
* Please share creates 3 days before insertion.

**Content Syndication (200 lead goal)**

* 1-2 assets in PDF along with:
  + Title (for each asset)
  + Abstract (for each asset)
  + Company logo