



2023-24 CGCOE – Draft Timeline & Comms

Comms Tasks/deliverables	Deliver date/final	Reviewers	Notes
IC provides an example of a "good" bio sentence. This example will be part of the form that managers fill out about their nominees.	11/27	AH, LE	COMPLETE
Provide an example of "good" sentence by 12/1 IC provides 1-sentence describing GLT (L3s) member	11/27	AH, LE	COMPLETE
Email banner	12/1		COMPLETE Creative provides the 'secondary banner' that will go on Mark's email invites to L3s (below) Needed by 12/1. I think the logo has been approved already but not the theme.
Review the current example/suggestion bio for managers.	11/27	AH, LE, Ron, Julia S	COMPLETE IC reviews the current "example" bio provided as a guide to managers in the intake form to make sure it is ok to use. There were issues last year, even with an example for managers.
Invite to L3 & "special invitees"		AH, MB	COMPLETE
Registration site verbiage	Opens 12/11 for L3s, SLT & a few L4s	AH, MB	Batch 1, with MB (sent 11/3) Adrienne Hoyt to ping MB 12/1

Comms Tasks/deliverables	Deliver date/final	Reviewers	Notes
	Jan. 4 -22 registration dates for winners		
Invite to non-GLT	1/4/2024	AH, MB	ON SCHEDULE Jan. 3: Kyle sends LE distro Batch 1, with MB sent (11/3)
Review bios submitted by managers	Needs to be complete by 1/19/2024		Winner intake form
Intro to Profile Book	1/19/2024	AH, MB, Ron, Julia S, Kate	Batch 1.5 After Kate reviews she forwards to Finance to double-check the #s and to Carla & Julia H for awareness.
GLT/extended SLT notified	?	n/a	Eileen Laing adds the trip dates to their calendars. Per Mary, Mark notifies them at a staff meeting & then it's on their calendars, could already be there.
Profile book copy finalized, sent to creative	1/19/24 - 2/2/2024 (due)		Creative assembles the book with all of the pieces, they return a draft (in their format) by 2/12
No more backfill invites	1/19/2024		This is the last date that IC will send invites.
GLC	Jan. 29 - Feb 1		
Winners announced in Mark's Weekly Note to all EFX	2/9/2024	AH, MB, RW, Leigh, Julia S.	Last year's note LE creates the slide 2/2 and then handles the reviews.
Creative returns book, in creative format	2/12/2024		
Congratulations Note Formerly a welcome note, needs to change to a generic congratulations note.	2/15	AH, MB, Julia Stuckey Ron Walker (HR stakeholders)	Suggestion from JH to make this a generic congratulations note (still from MB). The note is given on the day of the award ceremony, accompanied by a room drop. Batch 1, with MB (sent 11/3)
IC (& events team)	2/13-16, 2024	AH, LE, Kate,	Needs to be completed by 2/16. Does

Comms Tasks/deliverables	Deliver date/final	Reviewers	Notes
reviews book, returns comments			IC need to handle these reviews? And all must be completed by 2/16?
Creative returns book with 1st round of edits complete	2/19-21, 2024		
Final IC review (& <i>final edits completed</i>)	2/22-27, 2024	AH, MB, Kate,	Needs to be completed by 2/27. Does IC need to handle these reviews? And all must be completed by 2/27?
Book complete	2/28/2024		
Creative sends book to the printer	2/29/2024		
IC writes 1-line bio sentence for extended SLT	3/1	AH, MB, Kate, Julia H, Carla	They are also introduced by Mark and given an award, 40-ish people
Mark's opening remarks at event (all MB remarks for awards ceremony)	Final by 3/1/2024	AH, MB, Kate, Julia H, Carla	Mark's opening & closing, this doc includes the 1-line bios that he reads when introducing winners Batch 2
Event in Punta Mita, Mexico	3/22-25/2024		
Note from Mark to non-attendees	3/26/2024 (Monday after trip)	AH, MB	Batch 1, with MB (sent 11/3). Needs final approval by 3/1.
Event recap with photos , link to it in Mark's Weekly for 3/29		AH, MB	JS will provide photos post-event, early the following week, probably 3/26ish

[Kate's internal communications recommendations](#) based on CGCOE 2022.

Material Batch One

These items will be delivered to brand and HR stakeholders for review by **October 27**. They will be sent to Mark for review by **November 3**. While some specifics such as financial results will not be included, we will lock in messaging based on 11/1 forecast, year-end notes, annual report drafts and any other known variables.

Congratulations note for awards day - accompanies room drop (formerly the On-site Welcome note)
Copy for trip registration site
Invite to L3s
Invite to non-GLT
Profile Book intro
Note to non-attendees

* While not part of CGCOE, the Communications team will also package annual AIP materials review into this review cycle to minimize individual reviews in Q1

Material Batch 1.5

Review schedule: to AH, HR stakeholders,

Profile Book Intro

Material Batch 2

Review schedule: to AH, HR stakeholders, **shared with MB for review 3 weeks prior to the event - 3/1/24.**

Mark's into & close at the awards ceremony
Talking points (Mark's notes when announcing winners , the one-line bios)
Phonetic pronunciations