



KEY OBJECTIVES

Design your plan:

- Identify the activities
- Arrange the activities
- Refine the plan
- Plot out the plan

AGENDA

0:00	Introduction and context setting
0:15	Building Blocks: Identify the tactical activities
0:30	Activation Plan: Arrange the tactical activities
1:00	Refinement Punchlist: Refine the plan
1:15	Activation Campaign Map: Plot out the plan
1:30	Summarize & reflect
1:45	Next steps
2:00	End