ENHANCED ENGAGEMENT SAMPLE CALENDAR: MONTH 1

WEEKS 1-4

SCRIPTSOURCING

- ✔ GO LIVE
- ✔ SS OUTREACH BEGINS
- ☐
- ☐
- ☐
- ☐
- ☐

ACCOUNT EXECUTIVE:
JULIE BLACK
PHONE NUMBER
123-4567-2345

CLIENT NAME

- ✔ CEO ANNOUNCEMENT
- ✔ HR ANNOUNCEMENT
- ✔ EMPLOYEE EMAILS # 1-2
- ☐
- ✔
- ☐
- ☐

SCRIPTSOURCING CHAMPION
SCRIPTSOURCING CHAMPION
PHONE NUMBER:
123-4567-2125
EMAIL:
scriptsourcing@scriptsourcing.com

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	CEO ANNOUNCEMENT	HR ANNOUNCEMENT	*CEO ENDORSED MEDIA		
Week 2	EMPLOYEE NEWSLETTER ANNOUNCEMENT	SS PHONE OUTREACH STARTS			
Week 3	EMPLOYEE EMAIL #1 LINK HERE				
Week 4	EMPLOYEE EMAIL #2 LINK HERE				

ENHANCED ENGAGEMENT SAMPLE CALENDAR: MONTH 2

WEEKS 5-8

SCRIPTSOURCING

- ✔ ENGAGEMENT REVIEW
- ✔ CONTINUED OUTREACH
- ✔ OPTIONAL COMMUNICATIONS
- ☐
- ☐
- ☐
- ☐

ACCOUNT EXECUTIVE:
JULIE BLACK
PHONE NUMBER
123-4567-2345

CLIENT NAME

- ✔ CEO EMAIL
- ✔ EMPLOYEE EMAILS #3-5
- ☐
- ☐
- ☐
- ☐
- ☐

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	Monday	Tuesday	Wednesday	Thursday	Friday
Week 5	EMPLOYEE EMAIL #3 LINK HERE				
Week 6	EMPLOYEE EMAIL #4 LINK HERE				SS ENGAGEMENT DATA REVIEW
Week 7	CEO EMAIL *DEADLINE APPROACHING* LINK HERE	LATE ADOPTER OUTREACH BEGINS	OPTIONAL COUNTDOWN EMAIL		
Week 8	EMPLOYEE EMAIL #5 LINK HERE				