

Holiday	7/4	7/4
Holiday	9/3	9/3

Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct																																																
9/1	9/6	9/13	9/20	9/27	10/4	10/11	10/18	10/25	11/1	11/8	11/15	11/22	11/29	12/6	12/13	12/20	12/27	1/3	1/10	1/17	1/24	1/31	2/7	2/14	2/21	2/28	3/7	3/14	3/21	3/28	4/4	4/11	4/18	4/25	5/2	5/9	5/16	5/23	5/30	6/6	6/13	6/20	6/27	7/4	7/11	7/18	7/25	8/1	8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26	10/3	10/10	10/17	10/24	10/31

	Start	End	% Compl
Pre-marketing	7/10	7/23	
Write article for Newsletter	7/10	7/23	100%
Reach out to university industry alliance prog	7/13	7/20	0%

Working Group Meeting Announcements	9/7	9/11	
Press Release	9/7	9/11	100%
Draft embargoed press release sent to targ	9/7	9/10	100%
Press release from HL7 office	9/11	9/11	100%
Twitter and LinkedIn announcements	9/11	9/11	100%
Sparx Announcements	9/10	9/11	100%
Ken announce at CoChairs dinner/meeting	9/10	9/10	100%
Ken announce Tuesday General Session	9/11	9/11	100%

Post WGM Announcements	9/17	12/5	
HL7 eNews article	10/1	10/14	100%
December newsletter article	11/15	12/5	0%
Website link/banner	9/17	9/23	100%
Staff signature link	9/17	9/23	0%

Outreach	10/1	6/28	
HL7 promotion	10/1	10/21	0%
eLearning channel	10/1	10/21	0%
HL7 Webinar Splash Screen	10/1	10/21	0%
External Promotion	10/1	10/21	0%
OMG	10/1	10/21	0%
Affiliate	10/1	10/21	100%
Universities	10/1	10/21	50%
Webinar 1 to explain and answer ??	10/15	11/4	0%
Webinar 2 to explain and answer ??	2/15	2/28	0%
Webinar 3 to explain and answer ??	6/15	6/28	0%

Announcement of winning submission	9/23	10/21	
Sparx announce at 2013 Plenary	9/23	9/27	0%
Press release	9/23	9/27	0%
Twitter and LinkedIn announcements	9/23	9/23	0%

