

# Maureen Smith



Key Project Examples and  
Methodologies



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# Symantec Redesign & Veritas Divestiture

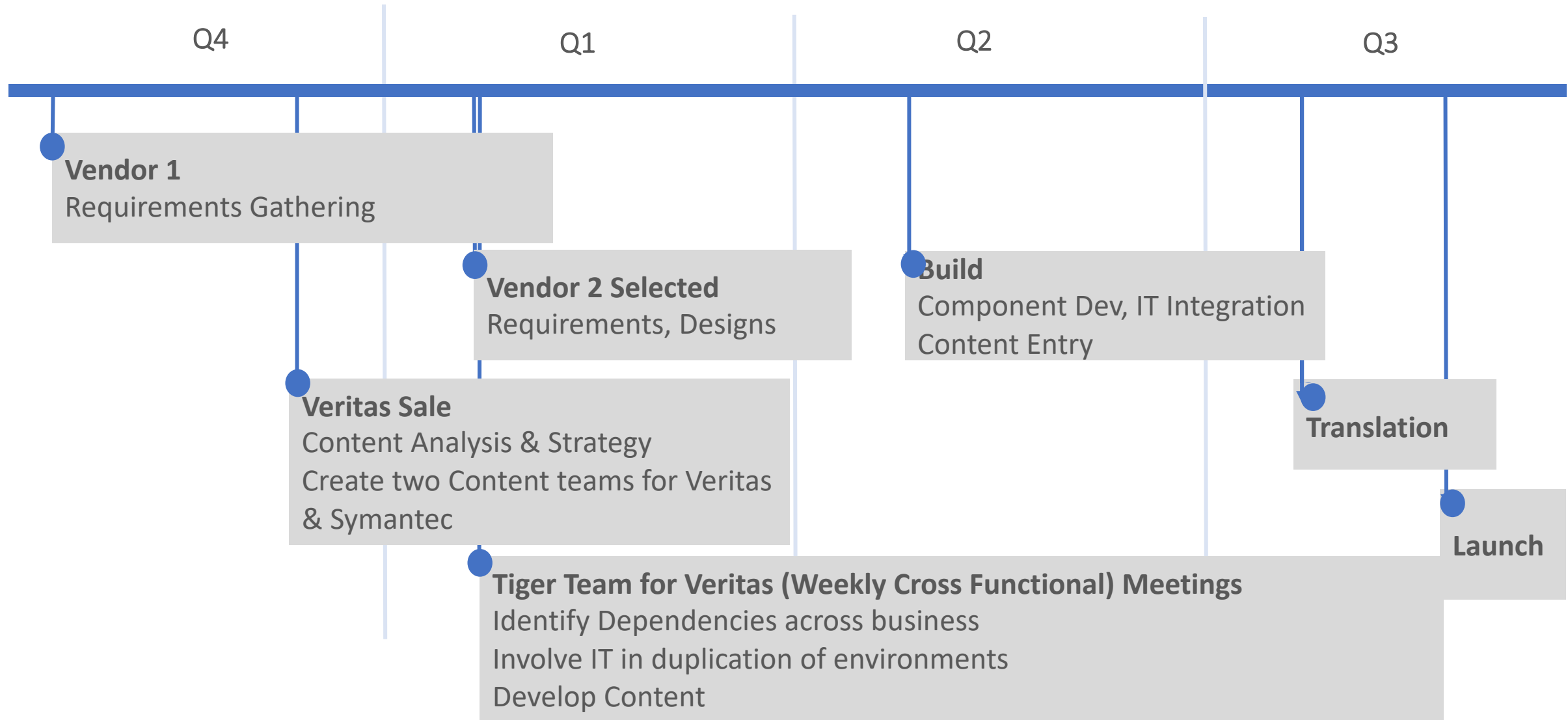
# Summary

- Rebrand the corporate & enterprise site
  - Include Veritas.com as a deliverable (same timeline)
  - Single architecture – 2 designs
- Move from centralized organization to new Marketing org under CMO
  - Vendor chosen and kickoff scheduled prior to joining group
  - Switch to new vendor

# Tiger Team Approach

- Set up Tiger Teams to ensure simultaneous work was being executed for Symantec.com & Veritas.com
  - Design (same components, different skins)
  - Development (vendor management & IT integration)
  - Content (cross-functional across organization)
  - IT Infrastructure (impact to web properties)
- Named an overall program manager to set up weekly meetings to keep cross-functional teams on task

# Redesign Program Timeline



# Tools

- Large Scale Program Plan for Website, Partner Portal, Blogs, Community
- SharePoint Folders for program and each workgroup
- Dashboard for weekly Tiger Team Meetings
- Executive Dashboard for updates in larger separation program

Accomplishments				
Indicate what happened this week				
Key Decisions				
1. Key Decisions to be kept here ongoing				
#	Issues / Risks	Mitigation	Owner	Date
1			Team	10/24
2				
Next Steps				
Identify work expected to be completed in the next two weeks				

TEAM NAME HERE

Week of	Program Status
DD/MM/YYYY	ON TARGET

Schedule

Milestone	Start Date	Estimated Completion	Assigned To	Status	Comments
Key Messaging	10/19/2018	10/23/2018	Ellen	Complete	Edelman to iterate on narrative/messaging and deliver to Ben/Michael/Peggy/Justin for review on 10/25. Deliver update for Greg to review early next week 10/22 or 10/23
Legal Review of Key Messaging/Copy	10/22/2018	10/26/2018	Cindy, Eunice	In Progress	
PR Plan	10/22/2018	10/25/2018	Justin	In Progress	
Social Media Plan	10/19/2018	10/24/2018	Amy/M	In Progress	
Social Media Budget	10/19/2018	10/24/2018	Amy/M	In Progress	Edelman to connect with social and performance marketing teams to understand paid/social and targeting opportunities, Anticipating a budget between \$50 and \$100K.
Proof Points compiled	10/18/2018	10/25/2018	Amy	In Progress	
Proof Points selected and finalized	10/23/2018	10/25/2018	Brandon, Michael	In Progress	
Legal Review of Proof Points	10/25/2018	10/26/2018	Cindy	In Progress	
Messaging & Proof Points delivered to Dilko	10/26/2018	10/26/2018	Amy/J	In Progress	
Creative Concept Available for Review	10/19/2018	10/24/2018	Gina	Complete	
Creative Concept Round Two	10/24/2018	10/25/2018	Gina	In Progress	
Media Specs Delivered to Dilko	10/23/2018	10/24/2018	Rebecca	Complete	10/25 - still need some digital
Creative Available for Print (WSJ)	10/24/2018	10/26/2018	Gina	In Progress	
Creative Available for Digital	10/24/2018	10/26/2018	Gina	In Progress	
Budget Estimates available	10/19/2018	10/24/2018	Rebecca	In Progress	Early budget proposal available now for \$3.55, \$10M dependant on what team decides to do in terms of scope and timing
Media Budget Approval	10/22/2018	10/24/2018	Michael	In Progress	
Media Plan	10/30/2018	10/24/2018	Budget final approval	In Progress	
Advertising SCW in place	10/24/2018	10/25/2018		In Progress	
Insertion Orders Placed	10/29/2018	10/29/2018		Not Started	
WSJ Ad Run	11/2/2018	11/2/2018		Not Started	
Integrated Communications Strategy & Plan Developed	10/22/2018	10/26/2018	Justin Saia/Edelman	Not Started	
Speaking Opportunities Identified	10/24/2018	10/26/2018	Peggy Bunler/Edelman	Not Started	
Social Media Content Developed	10/29/2018	11/30/2018	Amy Marchiondo/Edelman	Not Started	
Final Message Review and Media Training with Spokesperson	10/29/2018	11/30/2018	Glen Roedel/Edelman	Not Started	
Final Briefing Books Delivered	10/31/2018	10/31/2018	Peggy Bunler/Edelman	Not Started	
Contributed Content Developed and Submitted	11/1/2018	11/30/2018	Justin Saia/Edelman	Not Started	
Press Interviews	11/1/2018	11/30/2018	Peggy Bunler/Edelman	Not Started	
Proactive Media Outreach	11/2/2018	11/30/2018	Justin Saia/Edelman	Not Started	
Support earned media with paid	11/1/2018	11/30/2018	Amy Marchiondo/Edelman	Not Started	

■ On Target: (Milestone on Track, Planning, Budget, and Resources Identified)
 ■ At Risk: (High-risk of missing milestone but action plan in place)
 ■ Delayed: (Past-due milestone that requires attention)
 ■ Complete: (Milestone Complete)

# Tiger Team Dashboard Example

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Week of

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(High-risk of missing milestone but action plan in place)



**Delayed:**  
(Past-due milestone that is not on track)



**Complete:**  
(Milestone Complete)