

Critical Path, Pollara Research

<u>Event</u>	<u>Lead</u>	<u>Date</u>	<u>Comments</u>
Detailed Pollara Research Deck / Detailed Research Results	Sue Manson	Week of May 14	
Key Messages for Media	Keith Martin	Week of May 21	
Key takeaways to leave with Regulators and Policy-Makers, Post on website	Keith Martin	Week of May 21	
Review key messages, key takeaways in media session	Keith Martin, Brendan Wycks; meeting with David Moorcroft, Brian Smith. Also participating: Charles Blaquiere, Diane Quigley, Sue Manson.	Prior to May 29 EOC Meeting	A 1-2 hour session to review messages and materials as part of our prior investment in a Media Session
Develop Draft Media Releasee	David Moorcroft	After Media Session, and before May 29 EOC meeting	
Provide recommended messages, takeaways, Media Release to EOC	Keith Martin, Brendan Wycks	May 29 EOC Meeting	
Refine recommended messages, takeaways, Media Release based on EOC feedback	Keith Martin (David Moorcroft for Media Release)	After May 29 EOC Meeting, and before June 5 Board meeting	
Provide Board of Directors with Pollara Research Communications Strategy, including key messages; takeaways; Media Release	Keith Martin	June 5 Board Meeting	
Meeting of the R&E Committee and the Travel Medical Experts Working Group (joint, teleconference) to provide an informational update on the strategy approved by the EOC and Board on Pollara research, including media strategy / key deliverables	Keith Martin	After June 5 board meeting and before CCIR webinar, media release	Keith to find dates that work for everyone
Meeting of the Media Advocacy Committee (teleconference) to provide an informational update on the strategy approved by the EOC and Board on Pollara research, including media strategy / key deliverables	Keith Martin	After June 5 board meeting and before CCIR webinar, media release	Keith to find dates that work for everyone

Present webinar on Pollara Research Results highlights to CCIR/CISRO audience	Brendan Wycks, Keith Martin, Pollara	After June 5 Board meeting; and immediately prior to release of Media Release that same day	Need to set this up several weeks before actual webinar session; Tony Toy is contact at CCIR, and his new colleague at CISRO
Distribute key messages / takeaways to all Regulators and Policy-Makers	Brendan Wycks	Right after CCIR/CISRO webinar	
Share research results with key partners (CLHIA, THiA, maybe CBA)	Brendan Wycks, Keith Martin, Pollara	Shortly after CCIR webinar	
Issue Media Release, prepare for media interviews	Keith Martin	After June 5 Board Meeting	
Work with Managing Matters' graphic designer to develop digital and physical takeaways	Keith Martin	After June 5 Board meeting	20 free graphic designer hours; after that it is billed; will get a budget
Present to Joan Weir's Travel Committee CLHIA	Sue Manson / Keith Martin	June 21 2018	