



## Customer Acceptance – Product Sheet

### Stakeholder Needs

- Assess stakeholder requirements by market and event type

### Critical Path

- Develop a critical path document based on program rollout phases
- The final deliverable is an Implementation Milestone plan that serves as the basis for the communication plan

### Communication Plan

- We will develop a Communication Plan linked to the Implementation Milestone document that indicates the messages to be delivered, the objectives of the messages, the audience to receive the messages, the responsible parties and dates of delivery
- Final deliverable is the Communication Plan

### Document Creation

- We will develop a variety of documents to inform your key stakeholders of the meetings program, such as:
  - ✓ Meetings Strategy Overview
  - ✓ Components of Program
  - ✓ Supplier Value Story
  - ✓ Policy Overview
- Final deliverables consist of the documents necessary to communication with key stakeholders