

## MapGuide Open Source Spring Launch Plan

Date	Item	Owner	Status
Communications			
Week of 2/27	Press briefings	Cassie	Check status
2/17	Slides for EMEA press briefings	Peter	Done
2/23 – 2/27	Briefing calls to Geos	Peter/Sean	2 done, Americas 3/9
2/1 – 3/14	Internal AE Webcasts	Arnab/Peter	Continuing
2/15	Geospatial Blog	Peter/Geoff	Launched, PRF to link 2/23
3/7 5:30AM PST	Press release	Cassie	First draft 2/7
2/28	QuickTake item/ISD FAM	Dan/Sheila	Submitted 2/22, sent 2/28
3/8	ADN Communique	Peter/Jim	Sent draft 2/21
3/1	EMEA Bootcamp presentation	Arnab/Peter	Content 2/24, done
3/7	Applications Contest Announcement	Peter/Joe F.	Promote in multiple venues
3/10	OTW Message	Peter	Submit 3/6
3/9 10AM	Webcasts to Partners	Peter	Include Steve McA.
Pending	Subscriber Message	Peter	Resubmitted 2/2
3/16	Applications Contest Kickoff	Peter	Navteq data, flyer
Project Site			
3/3	Content	Peter/Daniel/Bob	FAQ, FDO, Contest
3/7	Site Launch	All	Switch DNS
Deliverables			
1/24	E-deliverables	Peter/Grace	Done
2/21	Messaging Presentation	Peter	Done
2/17	Sales Guide	Peter/Toby	Not started
3/1	Update FAQs	Peter	Pending
3/7	autodesk.com/gis, /mapguide updates	Peter/Grace	PRF in 2/21, ready to go
3/7	autodesk.com home page kicker item	Peter/Kirsten	PRF in 2/22, ready to go
3/8	Request geos to localize pages	Peter	

# The MapGuide Open Application Contest Promotion Plan

Date	Item	Owner	Status
<b>Communications</b>			
2/24 – 2/27	Brief geos	Peter/Sean	Done
2/28	Mention in QuickTake	Dan/Sheila/Peter	Done
3/7	Mention in press release	Cassie	Drafted
3/13	Design and create flyer	Peter/Joe	In progress
3/14	Send flyer to geos as PDF	Peter/Frank/Calvin	Pending
3/9	Add to appropriate webcast content	Arnab/Peter	Pending
2/15	Email to AEs	Peter/Arnab	Pending
3/8, 4/7,	Communicate to ADN members 3X	Jim/Peter	First draft 2/7
3/24	AutoNews item	Peter/Phil	Submit 3/20
3/22	Roadmaps Newsletter	Nadeen/Peter	Provided content 3/1
	Post to The Hub	Bobby/Peter	
<b>Online</b>			
3/7	<a href="http://www.autodesk.com/mapguidestudio">www.autodesk.com/mapguidestudio</a> www.autodesk.com, and /mapguide	Peter/Grace	
3/7	Post to mapguide.osgeo.org project site	Peter	
3/8	Request geos to localize page	Peter	
3/7 – 6/15	Directionsmag.com	Joe/Peter	Banners, newsletters
3/19	Mention in Between The Poles	Geoff	
<b>Events</b>			
4/3	L.I. Conference – flyer in welcome pack, mention at API Workshop	Peter/Joe	
4/14	OTC		Emailed Sheila 3/1
4/23 – 4/26	GITA – promoted in Learning Lab	Heather/Peter	
3/1	EMEA Bootcamp – mention	Arnab	
	Americas Bootcamp		