

**MapGuide Open Source/Autodesk MapGuide Enterprise
Marketing Workstreams**

Item/Owner	February	March	April	May	June	July	August
Deliverables Peter/Arnab	Update FAQ, subscriber message, F & B, intro preso, web, etc.	Migration white paper, Sales presentation, Developer white paper		AE Sandbox (demo space and sales tool)	2 product centers, Brochure, Public demo apps	Customer Site Gallery	
Events/ Sponsorship Opps		14 th – OTC 23 rd - Global Launch	3-6 th – SF Location Intelligence (Gary on panel 5 th), API Workshop 23-26 th GITA – Tampa	17 th – Govt User Conference in DC – DLT – Roze Grant	Open Source Geospatial ? UMN	24-28 th - GeoWeb? Vancouver OSG 06?	Sept. 12-15 th Foss4G 2006 Lausanne (sponsor) Sept 26-29 th URISA Vancouver Geoff speaking
Speaking Opps				GeoAlberta 2006, Edmonton – Bob	13-14 th - Where 2.0 (sponsor) San Jose Gary speaking	24 th -28 th - O'Reilly Open Source - Portland	
PR	20th – Briefings 28 th - Release	Articles	Start customer successes from beta sites	Start product reviews	Release	Publish product reviews, place articles	
Internal Communications Peter/Arnab	APAC Bootcamp, 4 webcasts, QuickTake	1 st – EMEA Bootcamp 4 webcasts	Americas Bootcamp, Progress Report, 3 webcasts	Webcasts	Tech Camp Pricing		
External Communications Peter	Geospatial Blog Launch	ADN Update 1 st - Contest launch	Contest promo	Reseller webcasts	1 st – Contest close ADN update, Webcasts	Webcast: Migration Issues and Resources	