



**Initial timeline**

<b>Item</b>	<b>Date</b>
Calling local Organization Partners	3/15/2017
DEV Employee Outreach Email (inviting to invite friends and clients)	3/15/2017
Facebook event	3/15/2017
Additional Partner Email Outreach	3/15-3/16/2017
DEV Newsletter blast (awaiting approval)	TBD week of 3/20
DEV employees to add event info to email signature	3/16/2017
John Network outreach	3/16-3/17/2017
Social post	3/16/2017
Email outreach to interested partners	3/20-22/2017
Who is Elise Blog post	3/21 or 22
Social post (with blog)	3/21 or 22
Book Order RSVP Deadline	3/24/2017
Social post	3/27/2017
Partner Email Outreach final reminder	3/27/2017
BOOK SIGNING :)	3/30/2017



## Timeline

Date of completion	Task	Associate	Completed?
15-Mar	Deliverable Timeline	Lizzy/Veronica	X
15-Mar	Call all nonresponsive contacts to give lowdown and ensure we have correct contact	Veronica	Yes, status and contacts updated on Partner list doc
15-Mar	Reach out to Grace/Lauren to see if we can get a DEV newsletter blast send out regarding event	Veronica	X
15-Mar	Reach out to Press club David Baker to send to network	Britt	X
15-Mar	Inquire to proper DEV people about possibility of free book/raffle	Britt	Yes, approved for 1 giveaway
15-Mar	Reach out to DEV account leads, employees to remind to RSVP and to invite clients	Veronica	X
15-Mar	Create FB Event	Avery	X
15-17-Mar	Send out email to updated contacts of nonresponsive partners (with video, etc.)	VB, HS, LW	X
16-Mar	2 weeks until Book Signing <b>Social post</b> (with creating event)	Avery	X
16-Mar	Draft Event info Email signature, Send out to DEV team to add to signature	Lizzy	X
16-Mar	Draft and send email (after BC proofing) to invite John to reach out to his network about event, permission to post to FB from his account	Lizzy	X
16-Mar	Add DEV RSVPs	Lizzy	on going
17-Mar	Research luncheons and other potential partner events, reach out prior to event to remind and ask them to share info at their member event.	Veronica	X
17-Mar	John FB post	Avery	John to post
17-Mar	Blog Post Draft due to GM: Interview style - answering questions who is Elise Mitchell	Avery/Veronica	X
17-Mar	DEV Newsletter blast (link in newsletter)	Grace	X
17-Mar	Add additional partner clients such as 504ward and meetups	Veronica, Lizzy	X
17-Mar	Create Supply List/Event Needs	Veronica, Lizzy	X
17-Mar	Create Day-of-event Timeline with roles-responsibilities for tasks	Lizzy	X
20-22-Mar	Follow-up with Interested Partners with invitation, and tweaked email copy with video	VB, HS, LW	X
20-Mar	Create Run-of-show doc	Veronica	X
21-Mar	Signage (sign to be placed outside to direct people in)	Veronica	X
22-23 Mar	Blog Posted; <b>social post</b> to go with, last days to pre-order book	Avery,	X
24-Mar	RSVP deadline to order books (Elise will be bringing 30 books with available to purchase as well)		X
19-Mar	<b>Social Post:</b> Tomorrow/can't wait!	Avery	X
3/27/2017	Follow-up, looking forward to seeing you there, let us know if you have any questions.	VB, LW, and HS to	X
3/27/2017	Final Updates and check-in call with Elise Team	BC, DJ	X
3/28/2017	Place food order with Martin's	LW	X
3/30/2017	Book Party!	All	



## Organization Contacts

Status	Organization	Region	Contact Name	Contact Number	Contact Email	Associate
Toolkit and invite sent 3/6	Culture Collision	Local	Jess Civello		withheld for privacy	Lizzy
Toolkit and invite sent 3/6	Ad Club New Orleans	Local	Savannah Teague		withheld for privacy	
Toolkit and invite sent 3/6	Delta Gamma Alumni Association New Orleans	Local	Savannah Teague		withheld for privacy	
Toolkit and invite sent 3/6	Press Club of New Orleans	Local	Brittany Cruickshank		withheld for privacy	
Toolkit and invite sent 3/6	PRAL New Orleans	Local	Carrie DeVries		withheld for privacy	
Second round sent 3/16	GNO Inc	Local	Caitlin Berni-Rachel Shields		withheld for privacy	
Next Round email sent 3/17 - no response	Women's Business Enterprise Council South	Local	Phala K. Mire		withheld for privacy	Veronica
Next Round email sent 3/17 - no response	Louisiana Center for Women in Government & Business	Local	Laura Badeaux	985.448.4770	withheld for privacy	
Reminder Sent 3/27	Louisiana Federation of Business and Professional Women	Local	Rene Hollins	(504) 810-3639	withheld for privacy	
Reminder Sent 3/27	Women's Professional Council	Local	Karen Copeland		withheld for privacy	
Next Round email sent 3/17 - no response	New Orleans Regional Leadership Institute	Local	Nicole P. Woolfolk	504.527.6922	withheld for privacy	
Reminder Sent 3/27, included in YLC newsletter 3/27	Young Leadership Council	Local	Ryan Kreiser	504.585.1500	withheld for privacy	
Reminder Sent 3/27	IFC/FSC Interactive	Local	Sadie Nius (VP of Operations)		withheld for privacy	
Followed up 3/17 - no response	Propeller	Local	Catherine Gans (Mktg and Co	504.302.3747	withheld for privacy	Hannah
Followed up 3/17 - no response	Tulane Marketing	Local	Rob Hailey	504.862.8064	withheld for privacy	
Followed up 3/17 - no response	Tulane Gender Studies	Local	Menaka Philips	504.865.5165	withheld for privacy	
Reminder Sent 3/27	Loyola Director of Women's Resource Center/Women's Studies	Local	Patricia Boyett	504.865.3082	withheld for privacy	
Reminder Sent 3/27	Loyola Director of MassComm	Local	Sonya F. Duhé	504.865.3450	withheld for privacy	
Followed up 3/17 - no response	Idea Village	Local	Molly Horton	5043043284	withheld for privacy	
Reminder Sent 3/27	UNO	Local	Pamela Kennett-Hensel (Mar	504.280.6193	withheld for privacy	
Reminder Sent 3/27	Like Minded Ladies	Local	Laila Zissis		withheld for privacy	
Reminder sent 3/27	PRSA New Orleans	Local	Fatima Mehr		withheld for privacy	
Reached out for 3rd time 3/21	Junior League	National	Jane Dufour (Communications Council Director)		withheld for privacy	Lizzy
Reached out for 3rd time 3/21	Junior League	National	Whitney Brooks (community council director)		withheld for privacy	
Reached out for 3rd time 3/21	Junior League	National	Maria Huete (president)	(504) 891-5845	withheld for privacy	
Toolkit and invite sent 3/7	American Business Women's Association	National	Jodi Archer	504.301.6100	withheld for privacy	
Toolkit and Invite Sent 3/6	National Association of Women Business Owners New Orleans	National	Myra L. Corrello	(504) 899-8660	withheld for privacy	
Invite sent 3/8	IABC - Director of Professional Development	National	Tamar Gregorian		withheld for privacy	
Wrong contact, Susan forwarded email	Women's National Book Association	National	Susan Larson		withheld for privacy	
Toolkit and invite sent 3/7	Women Presidents' Organization	National	Jessica Furino		withheld for privacy	
Toolkit and invite sent 3/7	Women Presidents' Organization	National	Tina Meilleur		withheld for privacy	
Reached out 3/21	Enterprising Women	National	Monica Smiley	919-362-1551	withheld for privacy	
Toolkit Sent	National Association for Female Executives	National	Paula Damiano		withheld for privacy	
Followed up 3/2	PRWeek	National	Adele Durham (Events Director)	646-638-6157	withheld for privacy	
Followed up 3/2	Business Enterprise National Council	National	Lindsay Burger (Program Manager)	202-872-5515	withheld for privacy	
Reminder sent 3/27; confirmed RSVP	Arts Council New Orleans*	Local	Justine Bird	303-870-4219	withheld for privacy	Veronica
Declined, have panel event at same time	504ward	Local	Online Submission/General Email		withheld for privacy	
Reached out 3/20, Reminded 3/27	Tulane Club of New Orleans	Local	Emily Doliner		withheld for privacy	
Reached out 3/20, Reminded 3/27	Loyola Alumni	Local	Ted Stacey		withheld for privacy	
Reached out 3/20, Reminded 3/27	UNO Alumni	Local	General email	504-280-2586	withheld for privacy	
Reached out 3/20, Reminded 3/27	Girlfriends Pray Bookclub	Local			withheld for privacy	
Reached out 3/20, Reminded 3/28	Loyola Professors	Local			withheld for privacy	
Reached out 3/20, Reminded 3/29	Girl Scouts Louisiana East	National	Facebook		withheld for privacy	
Reached out 3/20, Reminded 3/30	Orleans Parish 4-H	National	Facebook		withheld for privacy	
Reached out 3/20, Reminded 3/31	Jefferson Parish 4-H	National	Facebook		withheld for privacy	
Reached out 3/20, Reminded 3/32	Girls on the Run New Orleans	Local	Facebook		withheld for privacy	



## Media Contacts

Outlet Name	Contact First Name	Contact Last Name	Contact Title	Contact E-mail	Contact Phone Number	Contact Subjects
Gambit Weekly	Will	Coviello	Arts & Entertainment Editor	withheld for privacy	1(504) 486-5900 x3106	Entertainment; Food; Restaurants/Dining
Gambit Weekly	Thomas	Thoren	Calendar & Events Editor	withheld for privacy	1(504) 486-5900	Calendar News
Gambit Weekly	Katherine	Johnson	Special Sections Editor	withheld for privacy	504-483-3107	Special Sections
New Orleans Advocate, The	Annette	Sisco	Community Arts and Entertainment Editor	withheld for privacy	1(504) 636-7405	Community/Neighborhood News; Entertainment
New Orleans Review	Mark	Yakich	Editor	withheld for privacy	1(504) 865-3244	Books and Literature
Reading Life - WWNO-FM, The	Jenni	Lawson	Producer	withheld for privacy	1(504) 280-7000	Books and Literature
Room 220	Nathan	Martin	Blogger & Editor	withheld for privacy	1(504) 298-3161	Books and Literature; Regional News
Times-Picayune Online/NOLA.com	Carolyn	Fox	Director of Content	withheld for privacy	1(800) 925-0000	Culture; Domestic Lifestyle; Local News
Times-Picayune, The	Jarvis	DeBerry	Editorial Writer	withheld for privacy	1(504) 826-3355	Editorial Page
Times-Picayune, The	Christy	Lorio	Events Editor	withheld for privacy	1(800) 925-0000	Calendar News
Times-Picayune, The	Sue	Strachan	Society Columnist & Editor	withheld for privacy	1(800) 925-0000	Theater & Performing Arts
Writers' Forum - WRBH-FM	David	Benedetto	Marketing Director & Assistant Program Director	withheld for privacy	1(504) 899-1144	Books and Literature; Marketing; Promotions
Louisiana Life	Melanie	Warner Spencer	Managing Editor	withheld for privacy	(504) 830-7259	
WVUE	News	Desk	News Desk	withheld for privacy	(504) 483-1543	
WDSU	News	Desk	News Desk	withheld for privacy	(504) 679-0733	
WWL	News	Desk	News Desk	withheld for privacy	(504) 529-6472	
WGNO	News	Desk	News Desk	withheld for privacy	(504) 619-6332	
The New Orleans Advocate	Keith	Spera	Writer	withheld for privacy		Books and literature; book reviews
The New Orleans Advocate	Victor	Andrews	Writer	withheld for privacy		Books and literature; book reviews
Times-Picayune/NOLA.com	Terri	Troncale	Editorial Page Editor	withheld for privacy	(504) 826-3433	
Times-Picayune/NOLA.com	Bob	Warren	Community News	withheld for privacy	(985) 898-4816	
Times-Picayune	Doug	MacCash	Arts Reporter	withheld for privacy	(504) 826-3481	
Times-Picayune	Melinda	Morris	Life & Culture Editor	withheld for privacy	(504) 826-3782	
Biz New Orleans	Kimberley	Singletary	Associate Editor	withheld for privacy	(504) 830-7260	
New Orleans CityBusiness	Tegan	Wendland	Reporter	withheld for privacy	(504) 834-9292	
New Orleans CityBusiness	Meghan	Keen	Web Editor	withheld for privacy	(504) 8334-9292	
Hittin' the Town/NOLA.com	Chelsea	Brasted	Blogger	withheld for privacy	(225) 460-1350	Culture; Lifestyle
Louisiana Weekly, The	Geraldine	Wyckoff	Entertainment Editor	withheld for privacy	(504) 282-3705	
NewOrleansOnline.com	Lea	Sinclair	Director of Communications	withheld for privacy	(504) 524-4784	Arts and Entertainment Guides;
New Orleans Living	Christine	Fontana	Features and Celebrity Editor	withheld for privacy	(504) 265-1130	Celebrities; Features/Lifestyle

## Supply list

- Ice, from nearby place
- Food
- Drinks: beer, wine
- Chairs
- Folding/plastic Tables
- Credit Card reader (Elise brings)
- 30 Books (Elise Brings)
- Printed introduction for John
- Bowl for attendees to put business cards in
  - Extra cards for people to write info on if don't have business card



### **RUN OF SHOW:**

- 3:30 p.m.** – Set-up: tables, chairs, food and drink
  - 4:30 p.m.** – Elise Arrives at DEVENEY
  - 4:35 p.m.** – Setup books from Elise, Chris gives Elise tour, etc.
  - 5:00 p.m.** – Networking, attendees arriving
  - 5:30 p.m.** – John introduces Elise
  - 5:35 p.m.** – Elise Q&A with John
  - 6:00 p.m.** – John draws and announces free book winner
  - 6:05 p.m.** – John toasts Elise and success with book
  - 6:10 p.m.** – Signing, books for purchase, networking
  - 7:00 p.m.** – Break down, clean-up
- Food order**

### **MARTIN WINE CELLAR DELIEVERY ORDER:**

- Napa Pinwheels – (50) 57.00
- Santa Fe Pinwheels – (50) 57.00
- Vegetarian Pinwheels – (50) 57.00

- Artisan Cheese Tray – (large 20 – 25) – 70.00
- Hummus Platter – (serves 25 – 30) – 60.00

- Boudin Balls – (25 pieces) – 25.00
- Mini Pork Quesadillas (25 pieces) 32.00
- Beverages (wine, beer, water) provided by Debbie.

**Approximate cost for appetizers: 358.00 + tax + delivery.**

**CALL 48 HOURS IN ADVANCE OF THE EVENT**

Contact: 504-899-7411  
3827 Baronne Street  
New Orleans, LA 70115



**Day of Duties**

<b>Time</b>	<b>Task/Duty</b>	<b>Person Responsible</b>
3:30 p.m.	Pick up ice from Walmart/Dats, etc., put in cooler	Hannah
3:30 p.m.	Table/Room Setup	Lizzy instructs on set-up; Avery, Veronica, Hannah move chairs and tables
3:30 p.m.	Chair set up	All Associates
3:50 p.m.	Set up sign outside	Veronica
4:00 p.m.	Set up bowl, raffle entry station	Veronica
4:00 p.m.	Set up drinks, put on ice	Debbie
4:00 p.m.	Set up food	Lizzy
4:30 p.m.	Greet Elise	Chris
5 – 5:30 p.m.	Greet attendees, down by gate	Carrie, Savannah
5 – 5:30 p.m.	Man Sign-in Raffle entry station	Veronica
5-6 p.m. 6-7 p.m.	Restock food and drink as needed	Avery Veronica
5-5:30 p.m.	Bar	Katie
5-7 p.m.	Photos	Max and Mandy
6-7	Bar	Katie
6:00	Book Drawing/Announcemnt	John
6:05	Toast to Elise	John
6p.m.-7:30 p.m.	Credit Card/Square Operating	Lizzy
7-7:30-TBD end time	Trash	Avery
	Put leftover food/drink away	Lizzy, Debbie
	Empty Ice from cooler	Veronica
	Move Tables Back	All Available
	Chairs	All Available

Room Layout

