**Becoming the Perceived Expert**

**Campaign One-Pager**

The purpose of this document is to lay out the campaign in a summary format, enabling a quick glance.

Topic: Security Data Moving to the Cloud Start: 2/1/16 End: 12/31/16

Content Sources (below examples are fictitious):

1. Manufacturer White Paper on the Pros and Cons of Hosted Access Control
2. Industry report on Hosted Video
3. Manufacturer case studies on hosted access control in healthcare and K-12

Delivery Methods:

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| Method | Date(s) | Notes |
| Personal Presentation 1 | 2/1 – 12/31 | PowerPoint covering #1 |
| Personal Presentation 2 | 4/1 – 12/31 | PowerPoint covering #3 |
| Personal Presentation 3 | 9/1 – 12/31 | PowerPoint covering #2 |
| ASIS Presentation | 4/11 | Personal presentation on hosted video |
| BOMA Presentation | 7/14 | Personal presentation on hosted access control for property managers |
| Public event w team | 6/3 | Honeywell co-sponsor educational event at golf club |
| Weekly LinkedIn Posts | 2/1 – 12/31 | Pointing followers to articles and other discussions of interest. |