

Agenda

Ops Plan 2003 Meeting

5/30/2002

6 Hours, 30 Minutes

Brantwyn - Boxwood Suite

Type of meeting:
Planning for 2003

Facilitator: Dave
Duff

Minutes

Agenda topics

5	Introductions	All
25-	State of the Brand	- - Dave Duff, Brand Promotions Leader
30	Strategic Plan for 2003	Lisa Lloyd-Washington, Product Manager
30	High Level View of 2002 Ops Plan	Dave Duff
15	Morning Break	
60	Workshop 1 - Gap Analysis (What we're doing now versus what we need to do)	All
15	Summarize Workshop 1	
60	Lunch	
60	Workshop 2 - To Be A Megabrand (what else could we do if there were no resource constraints)	All
15	Summarize Workshop 2	
60	Workshop 3 - Prioritization For 2003	All
15	Wrap Up	

