

Pros

- Attendance
- Pipeline Progression
- 3 levels
 \swarrow SWLIVE
 \swarrow EoTs
 \swarrow PoTs

 Vs. 2 levels
 TO sell
- Easier to replicate
- MORE Scalable
-

2/20
WK

2/27
WK

3/6
WK

3/13
WK

3/20
WK

3/27
WK

SWL SWL

EoTs EoTs

PoTs PoTs

ORD-INTERNAL	2/16 ^{T1}
ORD/MDW	2/20 ^{T1}
STL	2/23 ^{T1}
DTW	2/21 ^{T2}
CMH	2/23 ^{T2}
MSD	2/27 ^{T1}
OMA	3/2 ^{T1}

(CHG ONLY)
(MAYBE SOME OTHER)

(CHG ONLY)

Day 1 9am

"Unmasking SOA"

IDEAS

- SW Acad Bookshelf

TIMELINE etc.

Jenny!
ITA 1) Setting The Stage

1 1/2 hr (10:30 end)

ISL! 2) SWLIVE (5hr)
3p

5 hrs (3:30 end)

Bill!
ITA 3) CLOSER
A) MAP TO EOT
B) What's HOT POT
C)

1 hr

(5:00 END)

Before SWU	- SW LIVE Charts (2 decks)
MARK Jan 31st	- SW Academy Chart deck EDIT
1/16	INVEST + Registration Site
Jenny ITA 2/10	SWA Opening CDeck
Jeff ISL 2/10	SWA SWLIVE CDeck
Bill ITS 2/10	SWA Close CDeck

TIMELINE etc.

MARK

Before
SWU

— SW Live Charts (2 decks)

Jan
31st

— SW Academy Chart
Deck
EDIT

1/16

Registration Site

Jerry
ITA

2/10

SWA Opening CDeck

Jeff
ISL

2/10

SWA SWLIVE CDeck

Bill
ITS

2/10

SWA Close CDeck

