	48	47	46	45	44	43	42	41	40	39	38	37
Marriott Rewards						Campaign Manager (CM) sends reminder to business partners (BPs) for content					Content/URLs due to CM from BPs	
The Ritz-Carlton	**Monday prior to asset submission:** Editorial planning with RC and EM		Submit assets to Responsys		Kick-off with Responsys							
SPG Starwood Preferred Guest												

	36	35	34	33	32	31	30	29	28	27	26	25
Marriott Rewards	CM finalizes content matrix	Creative kickoff with YLM										YLM presents Round 1 Design to CM in Sitecore
The Ritz-Carlton	Responsys provides R1 design; EM forwards to stakeholders for review		Feedback from RC and stakeholders due to EM				Responsys provides R2 design; reviewed only by Lisa/TT		EM compiles R2 feedback		Responsys sends R3 design	EM approves & provides Link Matrix to code
SPG Starwood Preferred Guest												

First Row (Days 24–13)

Brand	24	23	22	21	20	19	18	17	16	15	14	13
Marriott Rewards	CM sends Round 1 feedback to YLM	YLM sends Round 2 Design to CM		CM sends designs to BPs for review		BPs send feedback to CM; CM sends to YLM		YLM provides final design			CM approves final design; publishes content & links in Sitecore	
The Ritz-Carlton						Field Marketing provides offers for Geo-Targeted Quick Links		EM submits Unica request		Responsys sends final assets	EM submits assets, images, link matrix, and test list to Epsilon	EM/Epsilon Asset Review Call
SPG Starwood Preferred Guest												

Second Row (Days 12–1)

Brand	12	11	10	9	8	7	6	5	4	3	2	1
Marriott Rewards				URLs from BPs must be live	Epsilon sends first test messages							
The Ritz-Carlton	CIA sends customer file to Marketing Systems			Epsilon provides test messages; release to round 1 stakeholders for review		EM provides changes to Epsilon via CRF; Marketing Systems posts data file to Epsilon FTP site; send seed list to Epsilon		Epsilon provides Round 2 tests; EM distributes to key stakeholders as final; Epsilon provides lives/t-tests to ensure data accuracy		EM provides remaining changes to Epsilon via CRF	Epsilon provides counts to EM; EM provides approval; campaign is scheduled	EM notifies email campaign notification list
SPG Starwood Preferred Guest												