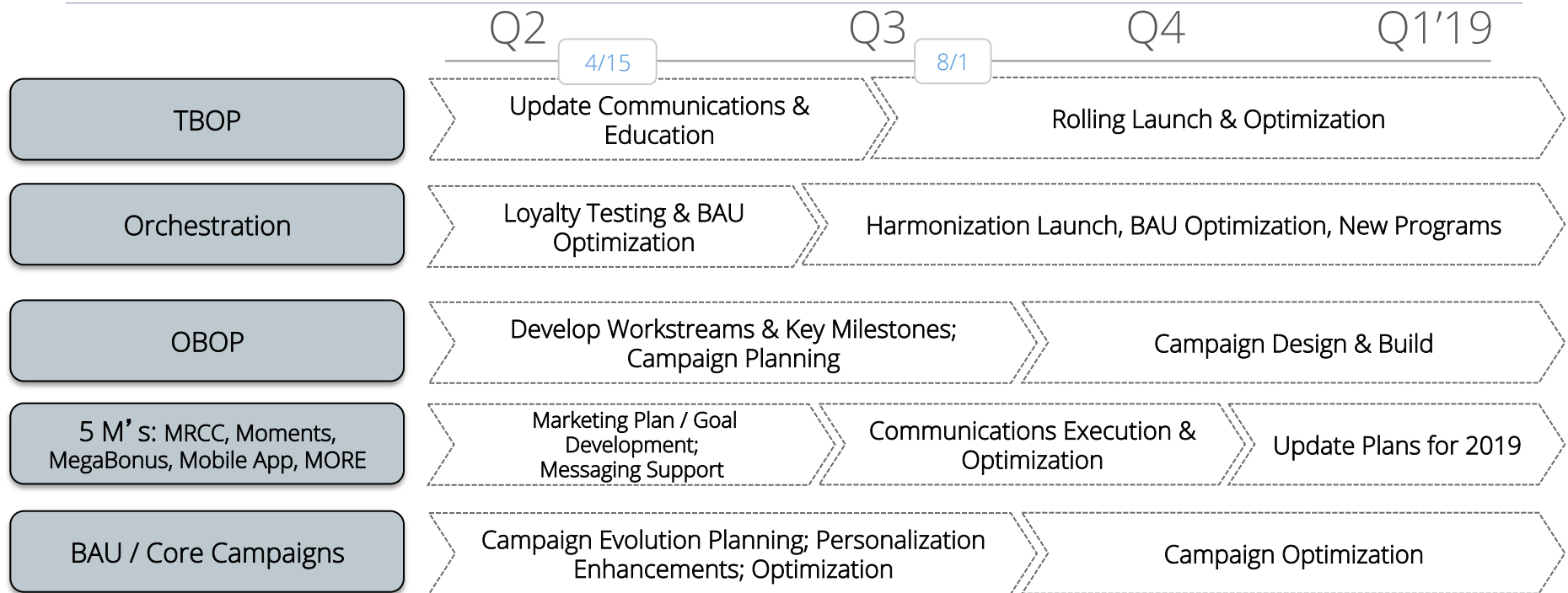# 2018 PROGRAM ROADMAP

May 16, 2018

2018 KEY INITIATIVES

- TBOP
    - Update existing communications and educational series (in progress)
    - 8/1 rolling launch with optimization and ongoing communications until OBOP
- Orchestration
    - Support program optimizations and net new programs
- OBOP planning, design, build
    - Develop workstreams, key milestones and dates
- 5 M's: MRCC, Moments, Megabonus, Mobile App, MORE
    - Work with business owners to define goals & develop marketing plan/calendar & optimization
    - Ongoing optimization and performance sharing; Q4 Revisit for 2019
- Core Campaigns (BAU)
    - Optimize campaign performance & increase member personalization to drive relevancy

Marriott
REWARDS. | yes

2018 OTHER PROJECTS

- Language Roadmap (Spanish & Arabic)
- Sitecore Expansion
- Evolve Support Model
- Governance (contact strategy & process for management)
- Learning Agenda & Library
- Gmail – AMP for Email

2018 Key Initiatives Roadmap

	Q2	Q3	Q4	Q1'19

4/15 **8/1**

TBOP	Update Communications & Education	Rolling Launch & Optimization
Orchestration	Loyalty Testing & BAU Optimization	Harmonization Launch, BAU Optimization, New Programs
OBOP	Develop Workstreams & Key Milestones; Campaign Planning	Campaign Design & Build
5 M's: MRCC, Moments, MegaBonus, Mobile App, MORE	Marketing Plan / Goal Development; Messaging Support	Communications Execution & Optimization / Update Plans for 2019
BAU / Core Campaigns	Campaign Evolution Planning; Personalization Enhancements; Optimization	Campaign Optimization

Other Priorities:
- Abandoned Search Reminder
- NFL Marketing
- Hertz Status Match
- Marriott Moments
- Marriott Rewards Moments
- MORE Evergreen (Light support)