
From: Vasie Papadopoulos
Sent: 3/26/2012 3:33:59 PM
To: EricB
Subject: Re: ARL Launch

Erin and Jannine

From: Eric Barkman
Sent: Monday, March 26, 2012 11:28 AM
To: Vasie Papadopoulos
Subject: RE: ARL Launch

Who needs to attend with you?

Eric Barkman
416-869-3600 Ext. 5606
Eric.Barkman@Metrolinx.com

From: Vasie Papadopoulos
Sent: Friday, March 23, 2012 4:53 PM
To: Eric Barkman
Subject: Fw: ARL Launch
Can you coordinate?

From: Stephanie Bradshaw
Sent: Friday, March 23, 2012 04:49 PM
To: Vasie Papadopoulos
Cc: Tracy Chisholm; 'Mary Koven' <mary.koven@sympatico.ca>
Subject: RE: ARL Launch

Hi,

Are there some times that work best for you in the first week of April?
Thanks
Steph

From: Vasie Papadopoulos
Sent: Thursday, March 22, 2012 12:13 PM
To: Stephanie Bradshaw
Cc: Tracy Chisholm; 'Mary Koven'
Subject: RE: ARL Launch

Stephanie,

A presentation would be very helpful. As I mentioned, I am away next week, but back the first week of April.

Trina can assist in setting-up a site visit and support that.

At the meeting on Monday, I also mentioned that best approach for footage of the route would be to set-up a rail tour of the line and have someone film that route, including the stations and everything else. Again, Trina would be the best person to do that and coordinate with our construction folks on the GTS project.

Vasie

From: Stephanie Bradshaw
Sent: Wednesday, March 21, 2012 3:20 PM
To: Vasie Papadopoulos
Cc: Tracy Chisholm; 'Mary Koven'
Subject: ARL Launch
Hi Vasie,

Thanks very much for your time on Monday. In terms of our discussion I have the following people identified as support to the ARL launch in the various areas:

Announcement product writing – Erin Whitton

Community relations materials writing - Andrea Gusen

Internal communications writing – Sarah Rodgers

Trade publications writing – Janine – to coordinate with Zenith to provide recommendations on targeting publications

Websites and Intranet writing and updating – Simona/Erin

Event day coordination and logistics – Trina

Media - Vanessa

Would it be helpful for this group to receive a presentation on the brand to assist in the development of various products? If so, we can certainly arrange that.

In terms of setting up a site advance, what is the best process for getting this underway? I would like to understand if the site is a workable option in terms of recommending it for an event or if we will need to determine an alternative.

Also, on the Broll video - what do I need to provide from my end to get this underway? I think we are simply looking for footage of the route – north to Pearson and South to Union (which I believe is already in the ARL video Brian completed) as well as pans of the stations/stops that will be included in the service.

In our next meeting perhaps we can discuss an overview of tactics and execution.

Thanks,
Steph

