
From: Dina Graser [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=DINA.GRASER]
Sent: 11/8/2012 1:32:27 PM
To: Judy.Pfeifer@metrolinx.com [judy.pfeifer@metrolinx.com]; Mathew.Bertin@metrolinx.com [mathew.bertin@metrolinx.com]
Subject: Re: this is the direction i propose to send
Attachments: image001.png

Judy this reflects the summary I sent you Monday night so I'm fine with it - just wondering, per my original note, when we can expect the overarching plan. Is this what you propose to send to bb and high road?
D

From: Judy Pfeifer
Sent: Thursday, November 08, 2012 07:27 AM
To: Dina Graser; Mathew Bertin
Subject: Re: this is the direction i propose to send

Folks, any feedback. Need it by 10 am please

sent from judy's bb

From: Judy Pfeifer
Sent: Wednesday, November 07, 2012 04:48 PM
To: Dina Graser; Mathew Bertin
Subject: this is the direction i propose to send

In order to keep the trains moving I wanted to outline next steps.

1. Overarching integrated communications and advertising plan

Bensimon Byrne (BB) will do an overall master plan that incorporates the work done to date (e.g., communications plan/tactics, website, media etc) as well as overlay the advertising (paid, digital etc.). This plan will propose timelines and outline roles and responsibilities. Basically it will knit all of the various parts together. We will then all work from this plan.

Non-Responsive Information

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Judy Pfeifer

Vice President, Strategic Communications



20 Bay Street - Suite 600 - Toronto, ON M5J 2W3

T: 416-874-5902

C: 416-574-7950

E-mail: judy.pfeifer@metrolinx.com

Web: www.metrolinx.com

Executive Assistant: angela.mastrangelo@metrolinx.com

T: 416-874-5946

