

PR – Launch

The purpose with the PR launch is to present eWork for; press, potential customers and partners. The main focus is to give media a good understanding of our business and something “new” to write about.

Date: September 12, 2000
Time: 11.00 - 1.00 pm,
Place: Södra Paviljongen, T-centralen

Invitation Media

We will send our invitations September 1, 2000. The week after we will be calling the journalists and promote the launch that way as well. A reminder of the invitation will be sent September 8. The same day as the launch, a press release will be sent out.

Invitation Partners and Customers

Invitation will be sent to potential customers and partners two weeks before the event.

We predict that approximately 50-60 people will come. Hopefully at least 10 of them will be journalists.

Tentative Agenda

- | | |
|-------|---|
| 11.00 | Host/hostess welcomes all the guests and introduces the Scandinavian team. |
| 11.10 | Presentation of eWork – background and our concept <ul style="list-style-type: none">• The market• How eWork was founded, future plans and product development• The business concept• Target audiences |
| | Questions |
| | Speakers: Magnus Berglind and Hans Bukow |
| 11.40 | Testimonials – “a great match” – two people that found project/competence through eWork. |
| | Questions |
| 11.50 | External speaker – Theme – “eworking a new way of working” |
| | Speaker: Still to be decided –Most probably Bi Puranen,m who is a great researcher on new ways of working and living. |
| | Questions |
| 12.15 | Buffe´ |