

PROPRIETARY INFO HAS BEEN REMOVED FROM THIS DOC

PROJECT BRIEF: The HUB - Enablement Tools

PROJECT SUMMARY

- The Hub is new and improved! After a major revamp, Sales and CS will now be able to access training and enablement tools with even more ease! Sales and CS needs to know how to use The Hub in a new way to be more productive.

BUSINESS CASE

WHY

- New ways of working to save Sales & CS time and increase productivity.

DETAILS

WHO

- Sales & CS

WHAT

- DreamHub Power Hour

WHERE

- Zoom

WHEN

- 10/25

TEAM ROLES & RESPONSIBILITIES (DACI)

ROLE	NAME	COMMENTS
Driver	Blair	
Approvers	L....	
Contributors	C..., G..., J..., B..., J....	
Informed	L... W, M...G	

LEARNING GOAL

- The goal of this training is to present new ways of working in The Hub in order to save Sales & CS time and increase productivity.

LEARNING OBJECTIVE

By the end of this training Sellers and AMs will be able to...

- Use The HUB's new and updated tools to expedite pre & post sale information discovery, improving overall efficiency
- Enhance RFP productivity in Sales through quick discovery of tools, features, and workflows in the pre-sale process
- Optimize media plan creation in CS through quick discovery of tools, features, and workflows in the post-sale process

KPIs

- Reduce time spent for RFP response
 - Avg RFP Turnaround Time *****
 - The addition of Podcast Show-Level and Satellite solutions to the proposal has *****

COURSE OUTLINE

- Video
- Welcome
- Agenda
- Intros
- DEMO Overview of Updates
 - Updates that are brand new for this launch
 - Personalized Hub Homepage
 - Favoriting
 - Top Tools
 - The Beat
 - New Dynamic Q&A
 - Search (highlight tools menu, talk about search function)
 - Common practices could be to simplify your search term
 - Use menu to find topic
 - In regards to search, use keywords
 - New Feedback Tracker
 - All feedback welcome
 - Including Feature requests
 - Note: content is monitored by the content owner so keep that in mind, but use the feedback tracker.
 - Updates that already exist but worth a mention
 - Interactive Product Guides
 - Audience Tool
 - Podcast **** (exports, pod survey, meet the host-brand search)
- RFP Scenario

- Share RFP details
- Show demo of the hub using updated tools
 - Product guide
 - Comparison matrix
 - Audience discovery
 - Podcast ***
 - Export
 - Meet the host
 - Search (Dynamic Q&A)
 - Ratecard
 - Specs Genrator
 - export)
 - 3P Vendor Matrix
 - *** Tagging
 - Turnaround Time tool
 - Favoriting
- Next Steps
 - Managers (Look out for coaching guide)
 - Sellers / AMs (be ready to practice)
- Thank you

OPEN QUESTIONS

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RESOURCES Links

- STORYBOARD
- J.../ B... (SMEs) RFP info + Blair's notes
- FOCUS GROUP QUESTIONS (10/4)
- (NOTES FROM KOC w/ G... & C...)

COMMS Links

Comms Schedule

Training Comms

HUB 2.0 Launch Comms

PRESENTERS

Blair N

J... H

G... C

B... E

J... L