### **Eloqua Governance Team (EGT) Agenda**

### April 12, 2023

# Eloqua Governance Team (EGT) Agenda

1. Introduction of Team Members and Roles
2. Open discussion of how each Team Member uses Eloqua:
   1. Naming conventions they are using now (if any)
   2. Types of Emails sent
   3. Frequency
   4. Required Reports
3. Determine the following:
   1. Reporting needs across the organization (at a high level)
   2. Organize audience(s) across each business unit
   3. Identify Asset types created in Eloqua (e.g., Emails, images, Landing Pages, Forms, PDFs, etc.,)
4. Complete/Approve naming convention workbook
5. Define naming convention rollout strategy
6. Ensure the naming convention workbook is accessible to all users (i.e., house in a centralized location that auto-saves versions to avoid any confusion)
7. Schedule follow-up meetings:
   1. Go Live (30 minutes)
   2. Post Go Live (30 minutes)
   3. Schedule system-wide audit to assess adoption of naming convention (regular monthly audits for 3 months)
   4. Schedule follow-up user training (based on results of audits)
   5. 6-month Post Go-Live (60-minutes)