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**From:** Campbell, Rob [Rob.Campbell@edelman.com]  
**Sent:** 12/23/2015 3:38:04 PM  
**To:** Zilka, Jeff [Jeff.Zilka@edelman.com]; Geller, Mike [Mike.Geller@edelman.com]; McHugh, Ted [Ted.McHugh@edelman.com]  
**CC:** Manzini, Chris [Chris.Manzini@edelman.com]  
**Subject:** Edelman/Hayman internal call agenda

Thanks to all for jumping on a call this afternoon and sending over bios. Awaiting final confirmation from Hayman on our call this coming Monday (12/28) and will circulate an invite and call-in info.

Call Agenda:

- Rob leads off with introductions
- Jeff, Mike and Ted share credentials
- You landed on the perfect PR firm for the job
- We can do the work and you need a counselor
- Mike discusses:
  - Kyle what is your objective? Goals? We can't begin this without an end game in mind.
  - Are you looking for a pop? Or is it driving to zero?
  - If zero, it becomes campaign mentality where we are anti-Investor relations team

**Rob Campbell**

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