

From w-lindo Wed Jun 10 18:44:48 1992
To: dwaynew
Subject: NT press tour next week
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Status: RO

Thank you for taking time to travel to the east coast to brief industry analysts and some long-lead publications on Windows NT next week.

The goals for these visits are:
--Brief industry influentials on positioning for Windows NT
--Set expectations re: Win32 SDK
--FUD OS/2 2.0 when appropriate

Our key messages:
--Win32 -- developers can develop 32-bit Windows applications now
--Positioning of WinNT within Windows family strategy
--Describe Win32 SDK
--FUD OS/2 2.0

Please let me know if these thoughts are not consistent with your goals/key messages for the tour.

I will send you briefing mail on Friday with more ideas for our discussions, some questions we should expect, and information about the people we will be meeting. A briefing book will be delivered via fed-x to your home on Saturday (if this is convenient for you). It will include the final itinerary, more indepth profiles on the analyst group/publication and people, articles written by people we will be meeting and the publication has done recently on Windows NT.

To date, your the itinerary is as follows:

TUESDAY, BOSTON
9:00 Seybold Office Computing Group, John Rymer
11:30 Forrester Research, George Colony and the gang
2:00 PC Week Labs, Larry Seltzer, et al
4:30 Yankee Group, Paul Zagaeski will host visit (several analysts will attend)
6:30 BYTE, Jon Udell. He will probably bring a couple people with him.

shuttle to NY

WEDNESDAY, NY
9:00 Windows Magazine
10:15 CRN, Joel Shore
noon PC Magazine, the gang
3:00 Meta Group, host analyst is Matt Cain (several will attend)
5:00/5:30 Gartner Group

THURSDAY
a.m. to Austin
noon or 1:30 Peter Lewis, NYT. Peter wants to meet with us, but we have not firmed up time yet.

2:30 or 3:30 Jim Seymour. Jim wants me to call him back tomorrow. He will try to arrange calendar so he can meet with us as well

FLY HOME

Look OK? We should be busy.
More later.
Linda