

Merger and Acquisition Schedule of Events

Both parties in the M&A transaction should coordinate communications to their own – and joint – stakeholders.

Date	Time	Event	Responsible Party	Associated Files
Day Prior to Announcement		Key Manager Briefings (both companies)		<ul style="list-style-type: none"> • Manager presentation • Press release • Employee Q&As • Customer/Partner Q&As
Announcement Day		Publish Press Release		<ul style="list-style-type: none"> • Press release • Website updates • Social media
Announcement Day		All-Hands Announcement Meetings		<ul style="list-style-type: none"> • All-Hands presentations • Employee emails • Employee FAQs
Announcement Day		Customer Outreach		<ul style="list-style-type: none"> • Customer email • Customer/Partner FAQs • Customer call script • Key customer call-down list
Announcement Day		Investor Outreach		<ul style="list-style-type: none"> • Investor emails • Investor letters • Key investor call-down list
Announcement Day		Media and Analyst Interviews		<ul style="list-style-type: none"> • Spokesperson schedule • Key messaging platform
Next Few Days		Investor Conference Call		<ul style="list-style-type: none"> • Investor presentation
Next Few Days		Employee Communications		<ul style="list-style-type: none"> • Employee question repository • Email, intranet updates
Intervening Weeks		Internal and External Communications		<ul style="list-style-type: none"> • Employee emails, meetings • Customer meetings • Ongoing press releases, social media
Close Day		Public Close News and Updates		<ul style="list-style-type: none"> • Press release • New company name, logo, branding, if any • Website updates • Social media
Close Day		Employee Communications		<ul style="list-style-type: none"> • Employee emails, meetings • Benefits packages for acquired employees • 1:1 Meetings with HR, if needed
Close Day		Customer Communications		<ul style="list-style-type: none"> • Customer emails • Calls re: new POCs, if needed
Close Day		Media and Analyst Relations		<ul style="list-style-type: none"> • Spokesperson schedule • Final messaging platform