

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)		<input type="checkbox"/> Manager presentation <input type="checkbox"/> Press release <input type="checkbox"/> Employee Q&As <input type="checkbox"/> Customer/Partner Q&As
Announcement Day		Publish Press Release		<input type="checkbox"/> Press release <input type="checkbox"/> Website updates <input type="checkbox"/> Social media
Announcement Day		All-Hands Announcement Meetings		<input type="checkbox"/> All-Hands presentations <input type="checkbox"/> Employee emails <input type="checkbox"/> Employee FAQs
Announcement Day		Customer Outreach		<input type="checkbox"/> Customer email <input type="checkbox"/> Customer/Partner FAQs <input type="checkbox"/> Customer call script <input type="checkbox"/> Key customer call-down list
Announcement Day		Investor Outreach		<input type="checkbox"/> Investor emails <input type="checkbox"/> Investor letters <input type="checkbox"/> Key investor call-down list
Announcement Day		Media and Analyst Interviews		<input type="checkbox"/> Spokesperson schedule <input type="checkbox"/> Key messaging platform
Next Few Days		Investor Conference Call		<input type="checkbox"/> Investor presentation
Next Few Days		Employee Communications		<input type="checkbox"/> Employee question repository <input type="checkbox"/> Email, intranet updates
Intervening Weeks		Internal and External Communications		<input type="checkbox"/> Employee emails, meetings <input type="checkbox"/> Customer meetings <input type="checkbox"/> Ongoing press releases, social media
Close Day		Public Close News and Updates		<input type="checkbox"/> Press release <input type="checkbox"/> New company name, logo, branding, if any <input type="checkbox"/> Website updates <input type="checkbox"/> Social media
Close Day		Employee Communications		<input type="checkbox"/> Employee emails, meetings <input type="checkbox"/> Benefits packages for acquired employees <input type="checkbox"/> 1:1 Meetings with HR, if needed
Close Day		Customer Communications		<input type="checkbox"/> Customer emails <input type="checkbox"/> Calls re: new POCs, if needed
Close Day		Media and Analyst Relations		<input type="checkbox"/> Spokesperson schedule <input type="checkbox"/> Final messaging platform