

| MES                                   |     | Diciembre |    |    |    | Enero |   |    |    |    | Febrero |    |    |    | Marzo   |    |    |    |    |    |    |    |    |
|---------------------------------------|-----|-----------|----|----|----|-------|---|----|----|----|---------|----|----|----|---------|----|----|----|----|----|----|----|----|
|                                       | DIA | 20        | 22 | 26 | 27 | 3     | 6 | 13 | 20 | 27 | 2 al 10 | 11 | 17 | 24 | 1 al 10 | 13 | 15 | 16 | 17 | 18 | 19 | 20 | 22 |
| FIESTA DE INTEGRACIÓN                 |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Busqueda de presupuesto               |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Busqueda de alojamiento               |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Contratación del servicio             |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Comunicación a las Distribuidoras     |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Comunicación a las Demostradoras      |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Confirmación de asist. y alojamiento  |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Confirmación al Salón cant. de inv.   |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Confirmación al HTL cant. De Huesp    |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Fiesta                                |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Reunión de evaluación                 |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
|                                       |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| INSERT                                |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Desarrollo                            |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Compaginación y armado                |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Imprenta                              |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Incorporación a la Revista Essencial  |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Presentación a las Distribuidoras     |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Presentación a las Demostradostas     |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
|                                       |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| CAPAC. EN E-MAIL Y EXEL               |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Comunicación a las Distribuidoras     |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Comunicación a las Demostradoras      |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Inscripción                           |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Cursos                                |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Windows                               |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| E-mail                                |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Excel                                 |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Evaluación                            |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
|                                       |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| CHARLAS                               |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Busqueda del Disertante               |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Establecimiento de los temas          |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Contratación del salón                |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Invitación a las Distribuidoras       |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Invitación a las Demostradoras        |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Comunicación en el insert             |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Charlas                               |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Análisis de los mercados              |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Análisis de la conducta del comprador |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Busqueda de nuevos mercados           |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Estr. de acercamiento a nuevos merc.  |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Evaluación de las Charlas             |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
|                                       |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| BASE DE DATOS                         |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Desarrollo del Software               |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Capacitación a las Distribuidoras     |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Capacitación a las Demostradoras      |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
|                                       |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| PROGRAMA ESSEN                        |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Establecimiento de bases y puntuación |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Presupuesto de premios                |     |           |    |    |    |       |   |    |    |    |         |    |    |    |         |    |    |    |    |    |    |    |    |
| Compra de premios                     |     |           |    |    |    |       |   |    |    |    |         | </ |    |    |         |    |    |    |    |    |    |    |    |

## CRONOGRAMA DE ACTIVIDADES

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