



Editorial Calendar Proposal

April, 2019

Website Editorial Calendar Overview

Objective:

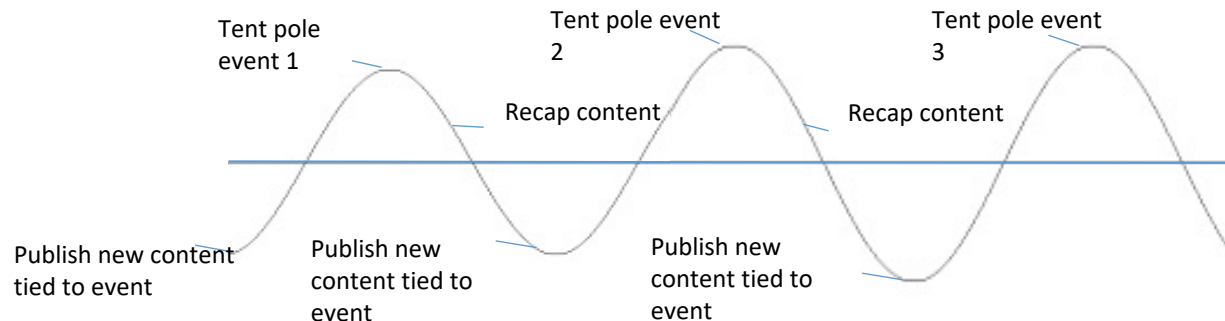
Establish an annual editorial calendar that supports timely, monthly content updates across the three main landing pages on Emerson.com:

- Corporate Homepage
- Automation Solutions landing page
- Commercial & Residential Solutions landing page

In some cases, additional web pages and content should be created to support the editorial calendar, especially when important events require additional content mapped to specific audiences across different stages of a user's journey.

Website Editorial Calendar Overview

The proposed editorial calendar intentionally aligns with important offline events (often called “tent-pole events”), such as conferences, expos, and seasonal activities that are attuned to customer interests across key industry sectors and fit Emerson’s domains of authority.



This approach captures spikes in audience attention and provides a bridge between physical and digital worlds, offering lead generation and conversion opportunities. By synchronizing content creation with these tent-pole events, Emerson can engage in meaningful conversations with current and potential customers at the right times, with the right messages.

Automation Solutions

Time Frame / Events	Focus Topics	Product Brand, Other Tie-ins, and Updates
FEB-MARCH: CERA Week National Engineering Week	Oil & Gas industry focus Highlighting Emerson's Top Engineers	Update top hero to promote CeraWeek; PlantWeb – focus on DeltaV, Ovation, AMS Suite, cloud software
APRIL-MAY: Craft Brewer Conference Offshore Technology Conference AICHEMA 2019 Automation World Conference Hanover Messe	Chemical Industry Innovation Food/Beverage process innovations Offshore innovations	Micro Motion, Fisher/Pentair Valve family, Rosemount, Roxar, Daniel
JUNE-JULY: Robotics Summit & Expo	Automation Innovation Pharmaceutical Manufacturing Advances Custom OEM	Aventics, Sola HD, Branson
AUGUST: Back to School	Safety themes STEM Tie-ins Emerson Brewing Innovation Center	DeltaV SIS, Alarm Systems Safety Moment of the Day Micro Motion, ASCO
SEPTEMBER-OCTOBER: Emerson Exchange PACK EXPO	Exchange Themes (e.g., digital transformation, worker of the future) Packaging Innovation, Machine Safety	Update top hero to promote Exchange - PlantWeb ecosystem; ASCO, Aventics, Branson, Appleton
NOVEMBER-JANUARY: POWER-Gen Conference	Emission Reduction Strategies Advances in Micro Grids Alternative Energy Sources	Intelligent Platforms, Monitoring Software, Monitoring Devices

Commercial & Residential Solutions

Time Frame / Events	Topics	Product Brand , Other Tie-ins, and Updates
FEB-MARCH: NAHB International Builder's Show ProFood Tech	Commercial Building Advances Designer Air Cold Chain	ProAct, Professional Tools, EasyHeat, Emerson Fans
APRIL-MAY: E360 Annual Conference Automation World Conference & Expo	Energy Regulations/Standards IOT - Ingredient brand sensor highlights	Update top hero for E360, Sensi, Therm-o-disc, Fusite
JUNE-JULY: ASHRAE Annual Conference Robotics Summit & Expo	Tailored HVAC solutions for OEMs HVAC Innovations	Copeland, White-Rodgers
AUGUST: Back to School	Safety themes Waste themes	Grind2Energy, InSinkerator, ProAct
SEPTEMBER-OCTOBER: PACK EXPO	Package tracking and monitoring	Locus Traxx, PakSense,
NOVEMBER-JANUARY: AHR EXPO POWER-Gen Conference	Home Comfort Energy Efficiency	Update top her for AHR Expo; Sensi, Copeland, White-Rodger

Corporate

Time Frame / Events	Topics	Updates
FEB-MARCH: CERA Week Investor Conference/Earnings Report	Executive Thought Leadership	Update Investor and News section
APRIL-MAY: Automation World Conference Earnings Report	Process Industry Innovation	Update to Innovation stories; Update to Investor and News section
JUNE-JULY: Robotics Summit & Expo	Discrete Automation Innovation	Update to Innovation stories and News section
AUGUST: Back to School Earnings Report	STEM Highlights / Campaign	Update STEM and News section
SEPTEMBER-OCTOBER: Emerson Exchange	Executive Thought Leadership	Update innovation stories to tie in to Emerson Exchange; Update News section
NOVEMBER-JANUARY: AHR EXPO Earnings Report	Commercial/Residential Innovation	Update to Innovation stories; Update to Investor and News section