

Status Key													MARKETING TOOLS	
Pending													DIGITAL, ONLINE	
Completed													Word of Mouth	
Task	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12	Word of Mouth	Website
Create Event Plan	Completed												Identify ways spread event via word of mouth	Update website
Design Publicity Material	Completed												Databases/Direct mail	Social Media, Blogs, Forums
Order Promotional Materials		Completed											Mail and email addresses	Facebook, Twitter, YouTube, Instagram, LinkedIn etc
Complete Ticketing Form		Completed											Loyalty/Return visitation program	Event Apps
Event Page Live			Completed										E.g. discounts, special offers, thank you cards	App or QR code for posters, adverts, fliers etc
Inform Cast & Crew of URL			Completed										Ticketing	On-line advertising
Create FB & Event Listings				Completed									Selling methods, online, at events, sign up days etc	Google ads, Facebook etc
Show Announcement (Website, Email, SM - Share Event)				Completed									Signature	SMS
Media Release					Completed								Include event details in email signatures.	SMS updates, details etc
Promotions for First Purchase					Completed								PUBLICITY /PUBLIC RELATIONS	On-line Calendar listings
Schedule Print Media						Completed							Free Editorial	Event website calendars, Council, tourism operators etc
Invitations (Direct Mail)						Completed							Editorial stories, pictures, listings etc	MARKETING MATERIALS
Display Advertising Campaign							Completed						Launch	Marketing Material
Cast Announcement (Website, Email, SM)							Completed						Launch for media, sponsors, stakeholders etc	Fliers, posters, programs etc and distribution plan
Social Media Campaign							Completed						Functions	Signage; banners
Blog - Themes / Topics (Website, Email, SM)							Completed						Thank you functions, awards, welcome events etc	Signs on town entrances, other locations, venues
Search Engine Marketing								Completed					Guest speaking opportunities	Notice Boards/Letter box drops
Ticket Competition (Email SM)								Completed					Promote event at speaking engagements	Notices on notice boards; shops, letter box drops
Rehearsal Photos									Completed				Other Events / Promotions	Outdoor advertising
Partnerships / Speaker Opp. / Page Takeovers									Completed				Attend other events, shopping centres etc	Buses, billboards, signage, banners
Cast & Crew Interviews										Completed			MEDIA – Editorial, Advertising	
Flyering											Completed		Media Releases	
Countdown - 7 Reasons to Attend												Completed	Determine topics, dates, distribution strategy	COMMUNICATIONS
Opening night promotion - photographer (Email, SM)												Completed	Television	Local Politicians
Mid-Season Performance Photos													Sponsorship, community service announcements, paid ads, news stories	Request inclusion in newsletters, at office etc

