

Time Frame	Task
2 months prior to event	Print Tickets
	Print Flyers
	Print Posters
	Print Certificates
	Print to practice by
	Research local 'What's On' opportunities
	Email to client database
	Story added to website
	Add banner and event to Facebook
	Post weekly on Facebook
	Postcard invitation to database
	Press release written
	Discussion with staff on inviting people/allocation of tasks on day/ agree full agenda for event
	1 month prior to event
Radio	
Make bloggers aware	
Event details to 'What's on' section in local media	
Update news on website	
Social share of updated news	
Door drops commence	
Review attendance figures & action further email/postcard/call around if required	
1 week to event	Social post every day
Day before event	Social posting
Day of event	Social post prior to event
	Social posts during event
	Social post after event
	Pictures & video to be taken at event
Day after event	Social post with images taken at event
	Press release to local press and story on website