

MASTERING THE MEDIA™

MARKETING EVENTS



FIRST STEPS

SETTING GOALS
CREATING STRATEGY



PLANNING & CALENDAR: SET THE DATE

SET THE BUDGET

SET THE TIME LINE



PLANNING & CALENDAR

STAGE ONE: 6 MONTHS TO 1 YEAR
OUT

SUPPORT MATERIALS

MEDIA & CORPORATE SPONSORSHIPS

CALENDAR LISTINGS

DRAFT RELEASE



Good Stories

Are where you find them. . .
and you CAN Find Them!

News,
Controversy,
People Stories,
Trends, Changes, Patterns,
Visual Appeal



PLANNING & CALENDAR

STAGE TWO: 3 MONTHS OUT
PSAs & TALK & COMMUNITY AFFAIRS
A.M. TV
PRE-EVENT EVENT
INTERNET
PRESS KITS



PLANNING & CALENDAR
STAGE 4: TWO WEEKS OUT
TV PITCHES
WEEKLIES, DAILIES
INTERNET
ORGANIZE PRESS TABLE & VOLUNTEERS



PLANNING & CALENDAR

STAGE FIVE: ONE DAY OUT

DRAFT MEDIA ADVISORY

COORDINATE PRESS TABLE &

VOLUNTEERS

PITCH, PITCH, PITCH

THE TRUTH!



PLANNING & CALENDAR

FINAL STAGE: EVENT DAY

NEWS WIRES, ASSIGNMENT DESKS

CONFIRMATION / FINAL PITCH

COORDINATE INTERNAL MEDIA

(VIDEO, PHOTOS, SOCIAL MEDIA)

