

MARKETING AND PUBLICITY PROJECT TIMELINE

REGIONAL ACTIVATION, MELBOURNE PRIDE 2021

Now: __/ __

Finalise your promo image, event description (copy), media release, any key event information. Collate biographies of the team for media (if applicable).

6 weeks out: __/ __

Tickets on sale (if applicable). Brief media, stakeholders and advocates.

5 weeks out: __/ __

Direct mail out, upload free event listings, cross promote through other networks, slowly build social media campaign.

2 weeks out: __/ __

Social media really kicks off, send email specifically about the event/activation to your networks, print distribution around town, advocates activate word of mouth, media coverage.

1 week out: __/ __

Media coverage, email reminder, get production/setup shots taken (if applicable).

During

Share reviews, media coverage, share stories and audience responses on social media.