Marketing/PR Plan for Extension Events

Event:

Theme:

Date:

Chair:

Location(s):

Purpose/Event Objectives:

Speakers:
(Make sure letters are sent to confirm speaking engagement. Speakers should include bio, photo, & contact information, including another contact person)

Audiovisual Equipment:
(Complete form with Communications & Networking Center)

Target Audience:

Primary PR Messages: (What needs to be conveyed to audience?)

Tactics to Reach Audience:
Multimedia Strategies

- News releases/PSAs
  Writer:
  Release Date:
  Note: PSAs generally run 3 weeks prior to event

- Feature articles in newspapers
  Writer:
  Release Date:

- Local radio/TV tours
  Interviewer:
  Interviewee:
  Date:

- Word of Mouth
  Direct Mail (Promotional Material):
  Mailing Date:

- Poster: High human traffic areas around the city and across the state
  Release Date:

- E-mail/Internet (Listservs and on online event calendars)

- Signs/Billboards

- Other (Other ways to market/publicize event)

New Potential Markets:

Other Marketing/PR Activities:
See Timeline for Marketing/Public Relations Plan
## Timeline for Marketing/Public Relations Plan

<table>
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<tr>
<th>Action to be Taken</th>
<th>Person Responsible</th>
<th>When</th>
<th>Completion Date</th>
<th>Notes</th>
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