

Event Name			
Start Date		Finish Date	



Promotion Activity checklist	Finished by	wks before start	wks after finish
Activity planned		13	
Objectives set (measurable)		12	
Marketing budget agreed		12	
Bookings made & confirmed		11	
Promotional plan created		11	
Promotional materials briefed to designer		10	
Promotional materials quote agreed		8	
Promotional material designed		6	
Promotional materials ordered (print)		4	
Promotional materials ordered (other)		5	
Promotional materials delivered		2	
Promotional banners erected		2	
Promotional flyers distributed		1	
Newspaper advertising booked		3	
Newspaper ads designed		2	
Newspaper ads start		1	
Event start		0	
Event finish			0
Activity measured (against objectives)			2
Activity reviewed (repeat? learning?)			4

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