

Marketing Event Planner - User notes



Adding Data

- 1 Enter name of activity
- 2 Enter start and finish dates at top of sheet and copy into main table
- 3 Calculate timing of key milestones based on number of 'wks before start' or 'wks after finish' as shown
- 4 Repeat for all major activities in your marketing plan
- 5 For multiple activities, you can combine into a single marketing 'to do' list

Analysis - items to review

- 1 Who is responsible for each milestone?
- 2 Is the workload manageable?
- 3 Who is the decision maker for each of the milestones?
- 4 Which (if any) outside agencies will be used?
- 5 Have the dates been circulated to everyone connected with the activity?