

	Packet A	Packet B	Packet C	Packet D
New Design ¹	✓	✓		
Web page	✓	✓		
Web card ²	✓	✓		
Web Event Calendar	✓	✓	✓	✓
FB event page	✓	✓		
FB Twitter posts ³	✓	✓	✓	
Facebook AD ⁴	✓	✓		
Brochure	✓			
Panel Card	✓	✓		
Poster(s) Sign (s) ⁵	✓	✓		
Radio TV ⁶	✓	✓		
Press Release Media Adv. ⁷	✓	✓		
Media Calendars	✓	✓		
COH PR venues	✓	✓	✓	
eMarketing eBlasts ⁸	✓	✓	✓	
Google AdWord Campaign ⁴	✓			

Each item takes time to design, plan and schedule

1 - new design for packet B will be determined based on priorities and pending projects

2 - placement will be based on target audience and priority

3 - number of posts will be based on when content is submitted and priority

4 - based on budget availability

5 - size, quantity and budget availability will affect development of these pieces

6 - includes potential PSAs, scheduling interviews

7 - Media Advisory ONLY for Packet C

8 - includes Featured Event, registration landing pages, monthly eNewsletters. eNewsletters ONLY for Packet C.

	PACKETS	deadlines
A	Full Print Digital	6 mths
B	Partial Print Digital	4 mths
C	All Digital	2 mths
D	Website only	1 mth