

Media and Event Action Plan 2021



January	
Press Releases/Media	
Event 1 =	
Event 2 =	
Event 3 =	
Referral Event/B2B/Grass Roots	
Event 1 =	
Event 2 =	
Event 3 =	
Retention Event	
Event 1 =	
Event 2 =	
Event 3 =	
Income Generator	
Event 1 =	
Event 2 =	
Event 3 =	

February	
Press Releases/Media	
Event 1 =	
Event 2 =	
Event 3 =	
Referral Event/Syndicate/Grass Roots	
Event 1 =	
Event 2 =	
Event 3 =	
Retention Event	
Event 1 =	
Event 2 =	
Event 3 =	
Income Generator	
Event 1 =	
Event 2 =	
Event 3 =	

Marketing Notes:

Jan.

-
-
-

Feb.

-
-
-

Needs

-
-
-

Media and Event Action Plan 2021



March
Press Releases/Media
Event 1 =
Event 2 =
Event 3 =
Referral Event/Syndicate/Grass Roots
Event 1 =
Event 2 =
Event 3 =
Retention Event
Event 1 =
Event 2 =
Event 3 =
Income Generator
Event 1 =
Event 2 =
Event 3 =

April
Press Releases/Media
Event 1 =
Event 2 =
Event 3 =
Referral Event/Syndicate/Grass Roots
Event 1 =
Event 2 =
Event 3 =
Retention Event
Event 1 =
Event 2 =
Event 3 =
Income Generator
Event 1 =
Event 2 =
Event 3 =

Marketing Notes:

March

-
-
-

April

-
-

Needs

-
-
-

Media and Event Action Plan 2021



May	
Press Releases/Media	
Event 1 =	
Event 2 =	
Event 3 =	
Referral Event/Syndicate/Grass Roots	
Event 1 =	
Event 2 =	
Event 3 =	
Retention Event	
Event 1 =	
Event 2 =	
Event 3 =	
Income Generator	
Event 1 =	
Event 2 =	
Event 3 =	

June	
Press Releases/Media	
Event 1 =	
Event 2 =	
Event 3 =	
Referral Event/Syndicate/Grass Roots	
Event 1 =	
Event 2 =	
Event 3 =	
Retention Event	
Event 1 =	
Event 2 =	
Event 3 =	
Income Generator	
Event 1 =	
Event 2 =	
Event 3 =	

Marketing Notes:

May

-
-
-

June

-
-
-

Needs

-
-
-

Media and Event Action Plan 2021



July	
Press Releases/Media	
Event 1 =	
Event 2 =	
Event 3 =	
Referral Event/Syndicate/Grass Roots	
Event 1 =	
Event 2 =	
Event 3 =	
Retention Event	
Event 1 =	
Event 2 =	
Event 3 =	
Income Generator	
Event 1 =	
Event 2 =	
Event 3 =	

August	
Press Releases/Media	
Event 1 =	
Event 2 =	
Event 3 =	
Referral Event/Syndicate/Grass Roots	
Event 1 =	
Event 2 =	
Event 3 =	
Retention Event	
Event 1 =	
Event 2 =	
Event 3 =	
Income Generator	
Event 1 =	
Event 2 =	
Event 3 =	

Marketing Notes:

July

-
-
-

Aug.

-
-
-

Needs

-
-

Media and Event Action Plan 2021



September
Press Releases/Media
Event 1 =
Event 2 =
Event 3 =
Referral Event/Syndicate/Grass Roots
Event 1 =
Event 2 =
Event 3 =
Retention Event
Event 1 =
Event 2 =
Event 3 =
Income Generator
Event 1 =
Event 2 =
Event 3 =

October
Press Releases/Media
Event 1 =
Event 2 =
Event 3 =
Referral Event/Syndicate/Grass Roots
Event 1 =
Event 2 =
Event 3 =
Retention Event
Event 1 =
Event 2 =
Event 3 =
Income Generator
Event 1 =
Event 2 =
Event 3 =

Marketing Notes:

Sept.

-
-
-

Oct.

-
-
-

Needs

-
-

Media and Event Action Plan 2021



November	
Press Releases/Media	
Event 1 =	
Event 2 =	
Event 3 =	
Referral Event/Syndicate/Grass Roots	
Event 1 =	
Event 2 =	
Event 3 =	
Retention Event	
Event 1 =	
Event 2 =	
Event 3 =	
Income Generator	
Event 1 =	
Event 2 =	
Event 3 =	

December	
Press Releases/Media	
Event 1 =	
Event 2 =	
Event 3 =	
Referral Event/Syndicate/Grass Roots	
Event 1 =	
Event 2 =	
Event 3 =	
Retention Event	
Event 1 =	
Event 2 =	
Event 3 =	
Income Generator	
Event 1 =	
Event 2 =	
Event 3 =	

Marketing Notes:

Nov.

-

-

-

Dec.

-

-

-

Needs

-

-

-