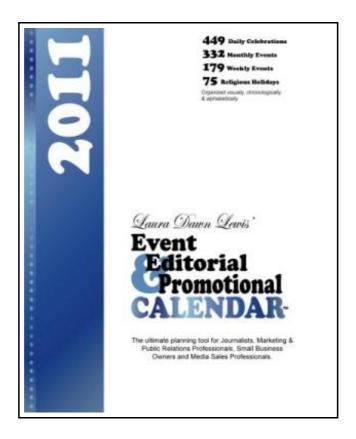
Event Editorial Promotional Calendar 2011: The Ultimate Planning Calendar for Media, Marketing and Business (Paperback)



Filesize: 2.03 MB

Reviews

A brand new e book with a new perspective. I could comprehended every little thing using this written e publication. I am quickly will get a satisfaction of reading through a written ebook. (Clemmie Rolfson)

EVENT EDITORIAL PROMOTIONAL CALENDAR 2011: THE ULTIMATE PLANNING CALENDAR FOR MEDIA, MARKETING AND BUSINESS (PAPERBACK)



Createspace, United States, 2011. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.The Ultimate Planning guide/calendar for Publishers, Editors, Journalists, Broadcasters, Educators, Brand Managers, Advertising and Public Relations Professionals. Includes: 449 Individual Daily Events, 179 National International Weekly Events, 332 Monthly events and 75 religious holidays. I m sure you ve noticed the parade of events, holidays and observances over the years. Today is National Health Day; this week is World Walk to School week; next month is International Bean Sprout Month. IF YOU ARE A JOURNALIST, EDITOR OR PUBLISHER: Use this calendar to plan features around topics that fit your market; Use it to discover traditions you may not know exist; Use it to identify issues currently receiving extra attention; Use it to identify potential feature stories; Use it for little trivia notations and Did you know embellishments; Use it to create a sense of urgency and an entre to reach difficult sources; Use it to collect additional facts on that topic for future stories; Use it to identify trends. IF YOU ARE A MARKETER: Use it to generate more revenue. If an organization has set aside a specific month, day or week, find out if additional Coop dollars are available from manufactures to capitalize upon that event. Check with the regional managers of companies and organizations that are affected by the special event. Often they will have funds set aside to increase awareness that you can use to develop a promotion or event dovetailing with the national or international event. Use the calendar for advertising and promotional planning with agencies and individual companies. Most marketing is planned 6-18 months in advance. Traditionally fiscal years begin in September and budgets are finalized in July and August for the next...

- Read Event Editorial Promotional Calendar 2011: The Ultimate Planning Calendar for Media, Marketing and Business (Paperback) Online
- Download PDF Event Editorial Promotional Calendar 2011: The Ultimate Planning Calendar for Media, Marketing and Business (Paperback)

Relevant Books



Children's Handwriting Book of Alphabets and Numbers: Over 4,000 Tracing Units for the Beginning Writer (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.The Children s Handwriting Book of Alphabets and Numbers provides extensive focus on...

Download eBook »



Ella the Doggy Activity Book (Paperback)

Husky Publishing, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.This activity book is comprised of crossword puzzles, word search games, word...

Download eBook »



Adult Coloring Book Birds: Advanced Realistic Bird Coloring Book for Adults (Paperback)

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****. Take your coloring to the next level with this Advanced...

Download eBook »



Adult Coloring Books Reptiles: A Realistic Adult Coloring Book of Lizards, Snakes and Other Reptiles (Paperback)

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand ******. Take your coloring to the next level with this Advanced...

Download eBook »



Nautical Coloring Book: An Advanced Adult Coloring Book of Nautical, Maritime and Seaside Scenes (Paperback)

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand ******. Take your coloring to the next level with this Advanced...

Download eBook »