



Timeline/Workplan

Timeline

By October 5

Academic Plan for Student Involvement in Spring Courses who are contributing.
Coordination with the Plymouth Rotary for work contributions.

By November 10

Public Relations Plan established.
Marketing Campaign defined
Social Media Campaign Plan defined

December 15 – Jan 5

Create a Wordpress based website on a unique domain.

By March 1

Online advertisements designed and planned.
Radio spots written and recorded in one of our studios, or at our campus radio station WPCR.

By March 29

Print Materials designed and ready for printing (French and English)
Establish a website that includes:
Complete calendar of events
Possibly a ticket portal
Map of the region showing all venues, campgrounds, restaurants, hotels, etc.

By April 15

P.R., Marketing, Social media campaigns launching.
Print materials designed and ready for proofing.
Social media, online advertisements, and blogging platforms engaged.

By April 30

Print materials ready for distribution.

May and June

Student collaborators staging events, P.R., social media, and YouTube events based on class work.