



<Event Title>

Event Date/Time:

Location:

Event Description:

Goals:

-

Objectives:

- **Paid**
 -
- **Earned**
 -
- **Shared/Social**
 -
- **Owned**
 -

Evaluation:

- **Paid**
 -
- **Earned**
 -
- **Shared/Social**
 -
- **Owned**
 -

Media Outreach:

- Print



-
- Television
-
- Radio
-
- Social Media

Community Outreach:

-

Social Media:

-

Hashtags:

-

Collateral Needed:

-

Day of Event Timeline:

Time	Action	Personnel

Contacts:

Name	Role	Cell	Email



Event Prep Questions:

-

Items Needed:

-

Client Items Needed:

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