

<Event Title>

Location:
Event Description:
Goals:
•
Objectives:
Paid
0
Earned
0
Shared/Social
O
• Owned
O
Evaluation:

Event Date/Time:

Earned

Shared/Social

Owned

Paid

0

Media Outreach:

Print



•	•	·	

Television

0

Radio

0

Social Media

Community C	Outreach:
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Social Media:

•

Hashtags:

•

Collateral Needed:

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Day of Event Timeline:

Time	Action	Personnel

Contacts:

Name	Role	Cell	Email

Insider Media Relations™

Building an Event Plan

M&C Communications | www.mandccommunications.com



Event Prep Quest	ions:
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Items Needed:

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Client Items Needed:

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