Promotional Plan (Example Only obviously this would apply over several months)

CEP 2010

	Week 4	Week 3	Week 2	Week 1	Week 0
Signage	Arrange Artwork	Order signage	Place Road Hoardings	Check directional	Arrange personnel to
		manufacture		signage	place signage
Promotional events	Arrange venue for			Arrange signage etc	Attend
	"Meet the Riders"			for "Meet the Riders"	"Meet the Riders"
Press	Appoint media officer	Liaise with MNZ re:	Contact all those on	Prepare local releases	Follow up with local
	Prepare Media List	Pre & Post releases	Media list	liaise with local press	Press
				re: photos etc	
Media Centre	Arrange appropriate			Check all necessary	Check in person, as
	space at the track			facilities are available	track manager quite
				Email line etc	often don't know.