Comm Plan

Event/Message:

Summary:

CLIENT & APPROVAL: _____

PROJECT MANAGER: _____

INSIGHTS & BACKGROUND

IMPORTANT DATES

_____

_____

_____

_____

_____

PROJECT TIMELINE

Plan Approval: _____

Concept Art Deadline: _____

Deliverables Deadline: _____

Promotion Begins: _____

Promtion Ends: _____

WEBPAGE & CTA: _____

DESCRIPTION/COPY

_____

_____

_____

_____

_____

CHANNELS/MEDIA REQUESTS

☐ WMN Ad Panel

☐ WMN Story

☐ Preroll

☐ Current

☐ Homepage Card

☐ Stage Announcement

☐ WM Social

☐ Photography

☐ Video

☐ Blog Article

GRAPHICS NEEDED:

1920x1080:_____

1080x1080: _____

1080x1920:_____

1025x 850:_____

1200x900:_____

Other:_____

CROSS PROMOTION	PHOTOGRAPHY NEEDS	VIDEO NEEDS

Task List for Annette:
- Identify dates for photography assets
- Approve Plan

Task List for Cindy:
- Add graphics in design que
- Connect with Lindsey about blog content