

# 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

## CREATIVE DIRECTION

### GRAPHICS NEEDED:

1920x1080: \_\_\_\_\_

1080x1080: \_\_\_\_\_

1080x1920: \_\_\_\_\_

1025x 850: \_\_\_\_\_

1200x900: \_\_\_\_\_

Other: \_\_\_\_\_

### CROSS PROMOTION

### PHOTOGRAPHY NEEDS

### VIDEO NEEDS