

Comm Plan

Event/Message:

Summary:

CLIENT & APPROVAL: _____

PROJECT MANAGER: _____

INSIGHTS & BACKGROUND

IMPORTANT DATES

PROJECT TIMELINE

Plan Approval: _____

Concept Art Deadline: _____

Deliverables Deadline: _____

Promotion Begins: _____

Promotion 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