

**Summer School Promotion Planner 2018 – Term 3**

* **Based on Summer School scheduled for w/c 13th August**
* **See Razzources for Michael Berkin ‘Summer School Marketing’ slides**

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| --- | --- | --- | --- | --- |
|  |  **April May** | **June** |  **July** |  **August** |
| **Week Beginning** | 23 | 30 | 7 | 14 | 21 | 28 | 4 | 11 | 18 | 25 | 2 | 9 | 16 | 23 | 30 | 6 | 13 |
| Early Bird Eshot/Last Chance to book Eshot(See MB Email Launch sequence) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Update microsite with earlybird offer |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Update all Free Listings |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| F2F event (run competition, promote early bird booking) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Posters up at local places of interest |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Display Pull Up Banner at Venue |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Primary Times advert ¼ page advert |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Facebook Campaign Early Bird/Last Chance to book(See MB Email Launch sequence) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| News and Star half page advert |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Carpark Banner |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| News and Star What’s on for kids banner |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 10000 postcards distributed to schools |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 10000 postcards distributed to households |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Advert in show programme |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Send PR to local paper and invite photographer |  |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|  |  **JAN** | **FEB** | **MAR** | **APRIL** |
| **Week Beginning** | 1 | 8 | 15 | 22 | 29 | 5 | 12 | 19 | 26 | 5 | 12 | 19 | 26 | 2 | 9 | 16 |
| New Term Newsletter (Add to all subsequent newsletters) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Announce dates on FB(Also see MB Social Media Campaign) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Announce dates on Eshot(Also see MB email launch sequence) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Update Free Listings |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Attach Summer School Postcard PDF to enquiries |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Announce dates on your microsite |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Include Summer School postcards in your welcome packs |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |