

SEVEN STEPS TO A SUCCESSFUL CAMPAIGN

SUCCESS !!!

THANK THEM

Small token, a thank-you s
ent to the participant and
their boss

RESULTS

Send out results, ;et all media know
how

BE THERE

Troubleshoot, obtain any interviews
needed, be available to solve potential
problems

KEEP IN TOUCH

Contact a coupld of days before event.find
out hwo is attending, whom to look for

INFORM THEM

Send out releases, phone them. Tell them what
is going on, so they can tell everyone else, double
check releases before sending them

PREPARE

Find out phone and fax numbers, names,
contacts. Be prepared for interviews

ORGANIZED

Know what your goals are, and
how you want the media to help
achieve those goals