

## Event Editorial Promotional Calendar 2011: The Ultimate Planning Calendar for Media, Marketing and Business



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### ***Reviews***

*An exceptional publication as well as the font employed was exciting to see. It was actually written extremely flawlessly and helpful. Once you begin to read the book, it is extremely difficult to leave it before concluding.*




*(Dominic Collins)*

## EVENT EDITORIAL PROMOTIONAL CALENDAR 2011: THE ULTIMATE PLANNING CALENDAR FOR MEDIA, MARKETING AND BUSINESS



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Createspace, United States, 2011. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The Ultimate Planning guide/calendar for Publishers, Editors, Journalists, Broadcasters, Educators, Brand Managers, Advertising and Public Relations Professionals. Includes: 449 Individual Daily Events, 179 National International Weekly Events, 332 Monthly events and 75 religious holidays. I m sure you ve noticed the parade of events, holidays and observances over the years. Today is National Health Day; this week is World Walk to School week; next month is International Bean Sprout Month. IF YOU ARE A JOURNALIST, EDITOR OR PUBLISHER: Use this calendar to plan features around topics that fit your market; Use it to discover traditions you may not know exist; Use it to identify issues currently receiving extra attention; Use it to identify potential feature stories; Use it for little trivia notations and Did you know embellishments; Use it to create a sense of urgency and an entre to reach difficult sources; Use it to collect additional facts on that topic for future stories; Use it to identify trends. IF YOU ARE A MARKETER: Use it to generate more revenue. If an organization has set aside a specific month, day or week, find out if additional Co-op dollars are available from manufactures to capitalize upon that event. Check with the regional managers of companies and organizations that are affected by the special event. Often they will have funds set aside to increase awareness that you can use to develop a promotion or event dovetailing with the national or international event. Use the calendar for advertising and promotional planning with agencies and individual companies. Most marketing is planned 6-18 months in advance. Traditionally fiscal years begin in September and budgets are finalized in July and August for the next...

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