**Communications and Outreach Plan checklist**

This checklist should be used as a guideline when planning your next communication and outreach plan. The information should be altered to fit the timeline of your plan.

* **4-6 Months**
* Identify target audience
* Prepare content for website
* Partner outreach
* Develop event tagline
* Promote the goals of the event
* Outline a communications strategy for the event
* Identify KPIs for event
* Identify what newsletters to promote event in
* Form communications committee (if necessary)
* **2-4 Months**
* Draft promotional and Save-the-Date materials
* Draft event email announcement and send
* Social media announcements
* Blog post
* Plan social media post and schedules
* Finalize promotional campaign
* **1 Month**
* Draft press release for event if media coverage is needed
* Continue to promote on social media
* **Week of Event**
* Highlight speakers and presentation on social media
* Highlight activities that will be going on during the event