

IOC 2010 Marketing Calendar

Prepared by Hill & Knowlton China

Activity	April	May	June	July	August	September	October	November	December
<b>1. Media Retainer</b> 1.1 Media Retainer program	PR Strategic Consultation & planning;Annual/on-going strategic planning;Program development & research. Account management:meetings and client liaison;financial management. Press office: On-going media relations building;media segmentation and database maintenance;press release / feature articles(2 per month);on-going media monitoring;media inquiry management;monthly PR report with media analysis and recommendations.								
<b>2. KOL Retainer</b> 2.1 Key opinion leaders program	Identify,establish & maintain the IOC KOLs pool;on-going relationship building;laise with KOLs for co-ops;collect market intelligence and industry trend/policies;product distribution for trial for testimonial generation;draft feature articles and devlopkey message.								
<b>3. Website and Newsletter</b> 3.1 Website development 3.2 Management and monthly newsletter					Website Launch	Maintenance and updating the website with a monthly newsletter			
<b>4. Media</b> 4.1 Media Fam tours 4.2 Promotion at TV cooking show 4.3 Edition of a cookery book 4.4 Advertorials 4.5 Press conferences and gatherings		<b>May.6: Press conference in Beijing.</b> *Invite 35-50 media * Draft and distribute a press release * Arrange media interviews <b>May, 11: Shanghai Media Gathering.</b> * Invite 20 media * Arrange media interviews * Draft and distribute a press release			<b>TV cooking show</b> * Partnership coordination * Press materials preparation * KOL coordination * Shooting on-site	<b>Advertorial*4</b> * Media identification * Develop news angle * Media liaison and coordination * Materials preparation	<b>Media Gathering in Guangzhou</b> * Invite 20 media * Draft and distribute press release <b>Advertorial*4:</b> * Media identification * Develop news angle * Media liaison and coordination * Materials preparation	<b>Advertorial*4</b> * Media identification * Develop news angle * Media liaison and coordination * Materials preparation <b>Cook book cooperation</b> * KOL identification, coordination & supervision * All background info. for KOL preparations * Recipes preparation	<b>TV cooking show</b> * Partnership coordination * Press materials preparation * KOL coordination * Shooting on-site <b>Media Fam Tour to Spain and Tunisia (Nov 28-Dec 7)</b> * Arrange the itinery * Invite 5-8 top tier media - Olive farm visit - Consumer's home visit - Degustate the local food made with olive oil & table olive * Press materials preparation * All logistics including visa application arrangement
<b>5. Trade</b> 5.1 Expert seminars 5.2 Participation in trade exhibitions 5.3 Olive and Olive Oil weeks		<b>May.7-9: The 4th China (Beijing) International Health and Nutrition Edible Oil Industry Exhibition</b> * Secure speaking opportunities * Develop contents/materials * Create interactive booth program * Distribute a press release on the trade show					<b>Expert seminar in Beijing, Shanghai, Guangzhou</b> * Propose and identify participants * Participants invitation and RSVP * KOL invitation & coordination * Materials preparation (writing, design, etc. ) * Event on-site		
<b>6. Consumer</b> 6.1 Image brochure/flyer development 6.2 Creative Olive Cooking Contest 6.3 Internet Marketing		<b>Brochure and Flyer</b> * Materials development * Materials production				<b>Cooking Contest</b> * Coop partner coordination * Media invitation/RSVP & follow-up * KOL invitation & coordination * Event on-site			