

	January			February			March			April			May			June											
	w.c. 07	w.c. 14	w.c. 21	w.c. 28	w.c. 04	w.c. 11	w.c. 18	w.c. 25	w.c. 04	w.c. 11	w.c. 18	w.c. 25	w.c. 01	w.c. 08	w.c. 15	w.c. 22	w.c. 29	w.c. 06	w.c. 13	w.c. 20	w.c. 27	w.c. 03	w.c. 10	w.c. 17	w.c. 24		
Website / Digital Hub																											
Domain to be approved																											
Domain to be registered																											
Site map to be written																											
Site map to be signed off																											
Pages to be designed																											
CoC/PP to review design and changes to be made																											
Content to be created and collected																											
Create image bank/ library/ gallery																											
Website inclusive of content and design to be signed off																											
Website build																											
Edit and upload videos in web appropriate format																											
Testing and go live																											
Creating a narrative																											
Briefing with Patricia regarding the concept and thinking behind the Skywhale																											
Refine notes and identify key points and characteristics																											
Create and tailor key messages to connect with audience segments																											
Create schedule of messages across different mediums i.e. web, video, media kit, EDM																											
Refinements to be made and messaging to be approved by CoC/ PP																											
Social media																											
Social media strategy to be created including identification of platforms and potential for tender campaign prior to launch																											
Content to be created and mapped																											
Platforms to be designed and built																											
Strategy, content and platform design to be signed off by CoC/PP																											
Cover image to be designed																											
Platforms to be populated																											
Ongoing engagement to be maintained as per strategy																											
Media kit																											
Content to be created: press release, image library, video, links, fact sheet, backgrounder																											
Create a database of relevant contacts including Human Resources																											
Brochure bloggers																											
Content to be approved and signed off by CoC/ PP																											
Digital versions to be created (layout) and distributed																											
Limited run of hard copies to be created and distributed to high priority contacts																											
Media to be monitored for coverage																											
EDM																											
Copy to be written based on content from the media kit																											
EDM to be designed																											
EDM to be built																											
Database to be established																											
Approval and sign off																											
EDM to be sent and monitored																											
Human resources																											
Bluehost and Patricia to prepare set of thought provoking questions for the general public to ask themselves whilst viewing the piece																											
Content to be approved																											
Production to occur																											
Delivery to CoC for distribution																											
Video (Artist in Her Studio)																											
Bluehost to discuss initial idea with Patricia																											
Patricia to consider options																											
Bluehost and Patricia to think about a potential story board																											
Video to be filmed and edited																											

TBC

Launch date tbc

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