

PASSION PLAY MARKETING PLANNER			
TASK	SEPT	OCT	NOV
Assign tasks and deadlines			
Agree and arrange interviews			
Filming preparation			
Filming of interviews			
Filming of rehearsals			
Hire Photographer			
Rehearsal photographs			
Photos in Dropbox			
Social media posting			
Write press releases			
Send out press releases			
Website updates			
Design poster/flier			
Print posters/fliers			
Distribution of posters/fliers			
Contacting churches			
Radio interviews			
Direct mail [cast, friends, families, mailing lists]			
Banners			
End of show report/share quotes on social media			

