



PLAN...THE KEY TO SUCCESS

Event & Promotions Calendar

- Identify
- Target
- Messaging
- Key Benefits
- Positioning
- Strategy
- Message Tone
- Timeline



January

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February

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March

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April

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May

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September

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October

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November

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December

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"Creative Marketing with Measurable Results"

- Trade Shows • Product Launches • Thank You Gifts • Employee Appreciation • Awards Dinner
- Sales Meetings • Golf Tournaments • Conferences • Anniversaries • Training • Birthdays
- Open House • Incentive Trip • Awareness Program