

COMMUNICATIONS & MARKETING CALENDAR, TENNIS CLUBS IN NEW ZEALAND												
	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APRIL	MAY	JUNE
PLANNING , set objectives, key messages												
ID KEY STAKEHOLDERS												
KEY MESSAGE Develop & review key message												
MARKETING VEHICLE flyer, poster, advert?												
MEDIA ACTION Release date mtg with media												
SOCIAL MEDIA Regular posts, channel?												
REVIEW Regular review process in place to check activity and results												