

OTOTGo Content & Ad Planner 2016

PROJECT/EVENT

ORGANIZER

PROJECT PHASE	STARTING	ENDING	NOTES

JANUARY 2016							FEBRUARY 2016							MARCH 2016							APRIL 2016							MAY 2016							JUNE 2016						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2		1	2	3	4	5	6			1	2	3	4	5						1	2	1	2	3	4	5	6	7				1	2	3	4
3	4	5	6	7	8	9	7	8	9	10	11	12	13	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11
10	11	12	13	14	15	16	14	15	16	17	18	19	20	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29					27	28	29	30	31		24	25	26	27	28	29	30	29	30	31					26	27	28	29	30				
31																																									
JULY 2016							AUGUST 2016							SEPTEMBER 2016							OCTOBER 2016							NOVEMBER 2016							DECEMBER 2016						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2		1	2	3	4	5	6					1	2	3							1			1	2	3	4	5					1	2	3
3	4	5	6	7	8	9	7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10
10	11	12	13	14	15	16	14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17
17	18	19	20	21	22	23	21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24
24	25	26	27	28	29	30	28	29	30	31			25	26	27	28	29	30	23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31		
31																			30	31																					

Tools/Document Requirements

- 1.
- 2.
- 3.
- 4.

Communication Requirements

- Venue?
- Suppliers/Speakers?
- Brand Advocates?
- Attendees?

Marketing Requirements

- Photos/Images?
- Advertising Channels?
- Partners?
- Lead Time?