



Contents

1. Plan Promotional Activities	7
1.1 Choose Suitable Promotional Activities	8
1.2 Understand the Organisation's Objectives	23
1.3 Consult with Others to Determine Overall Objectives.	33
1.4 Determine Realistic Costs and Timeframes	35
1.5 Develop an Action Plan.	38
2. Coordinate Promotional Activities	49
2.1 Organise Personnel and Resources	50
2.2 Allocate Roles and Responsibilities	56
2.3 Build Strategic Networks.	61
2.4 Use Networks to Enhance Promotional Activities.	64
3. Review and Report on Promotional Activities	73
3.1 Analyse Feedback and Data	74
3.2 Identify Areas for Improvement.	77
3.3 Collect and Share Feedback	82
3.4 Evaluate the Benefits of the Promotional Activities	86
3.5 Prepare Conclusions and Recommendations.	87
Appendices	95
1. Glossary	95
2. Key Concepts	99
3. Activities	103