

Communication Plan

Australian Wiccan Conference XXXX

COMMUNICATION OBJECTIVE

The objective of this communications plan is to effectively advertise the event to the Pagan community, and to provide timely, relevant and transparent information leading up to the AWC X weekend.

TARGET AUDIENCES

- Attendees of previous AWC gatherings / other Pagan gatherings
- Those established in the Pagan community for some time
- Those that have not attended a Pagan gathering before
- Those interested in Paganism / Wicca

KEY MESSAGES

- AWC XXXX will be held from Friday XX September to Sunday XX September XXXX
- AWC XXXX will be held at a location south of sydney
- Hosted by XXXXXXXXX
- Cost of weekend
- Market information
- Timetable for weekend
- Theme of weekend – XXXXXXXX
- Workshop and Entertainment Information

COMMS IMPLEMENTATION

Activity	Distribution	Responsibility	Issue Date	Status

FACEBOOK GROUP COMMS

Date / Week	Content	Responsibility	Notes/Status

BLOG POST COMMS

Date / Week	Content	Responsibility	Notes/Status

ARTICLES

Date / Week	Content	Responsibility	Notes/Status

BROCHURES / POSTERS

Date / Week	Content	Responsibility	Notes/Status

REGISTRATION EMAILS

Date / Week	Content	Responsibility	Notes/Status