BAcC PR SCHEDULE: June 2011 - May 2012

Campaign strand	Campaign activity	Description	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Press Office	Creative angles	Development of one creative feature angle using survey stats, sell-in to national and key local media												
	Pro-active / reactive press office and campaign management	Development/placement of case studies and expert comment, securing media consultations for review, celebrity treatment seeding/media quote placement, jumping on news agenda with proactive angles, responding to enquiries, reacting to and managing negative stories, regular blogger outreach, attendance at monthly meetings, coverage e-mailed over on daily basis, day-to-day contact, campaign evaluation												
	Member communication	PR content developed for inclusion in monthly e-alerts and The Acupuncturist												
	BAcC Conference/ AGM	Attend the BAcC Conference, prepare and attend the AGM PR work shop and one other												
Acupuncture Awareness Week	Myth busting survey	Development/submission of survey questions x 20, analyse data/develop national release, sell-in to national press and secure coverage with micro site call to action												
	Micro site	Develop framework/content and liaise with BAcC practitioner to develop expert Q&A/celebrity to develop quotes for micro site												
	Celebrity	Research/prepare/interview celebrity (secured by BAcC) to develop Q&A/launch press materials, sell-in/secure interviews and media Q&A with micro site call to action, liaise with celebrity agent regarding interviews, provide briefing notes												
	Practitioner PR toolkit	Development of PR toolkit to form part of BAcC developed marketing/PR pack for practitioners to maximise awareness around the week and drive patients through the doors												
Harnessing social media	Listening	Ongoing monthly social media listening to inform ongoing PR campaign , highlight potential crisis, identify key bloggers and potential case studies. Quarterly reports prepared and delivered												