



National Association of Bar Executives
Connecting Professionals, Providing Solutions

Marketing Plan | Project Checklist | Step 2

Date: _____

Project Name: _____

Project Manager: _____ Email _____

	BRANDING	NOTES
	Logo displayed according to NABE Logo Usage Guidelines (distributed by DBS)	
	Past event/project themes researched & considered	
	Event/project theme developed	
	Print media designer	
	Electronic media designer	
	Design templates developed and utilized	
	Opportunity for cross-promotion with other NABE project explored	

Choose at least 5 different marketing deliverables from the list below to promote your project, service or activity.

	ELECTRONIC	ASSIGNED TO	TARGET DATE
	NABE Website – Homepage		
	NABE Website – Calendar		
	NABE Website – Other		
	NABE Website – Web Banner		
	<i>NABE News</i>		
	<i>Communicators Talk</i>		
	NABE Listserv(s)		
	Member-to-Member Email(s)		
	Twitter Post / Twitter Hashtag		
	Facebook Post		
	LinkedIn Post		
	Other		

	PRINT	ASSIGNED TO	TARGET DATE
	Brochure – Direct mail		
	Brochure – Handout		
	Postcard – Direct mail		
	Postcard – Handout		
	Flyer – Direct mail		
	Flyer – Handout		
	Program for this event		

	OTHER	ASSIGNED TO	TARGET DATE
	Announcement at NABE event		
	Program at other NABE events		
	Webinar		
	Article for NABE publication		
	Video (<i>Interview/Preview/Welcome</i>)		
	App		
	Press release		
	Merchandise		
	Survey to raise awareness		