



Studio Marketing, Advertising, Press Releases and Other Promotion Scheduling & Coordination Opportunities



Number	Task	Start	End	Duration	2010											
					January	February	March	April	May	June	July	August	September	October	November	December
1	New Year			22	■											
2	Valentines			32	■	■										
3	St Patricks' Day			30		■	■									
4	Easter			43			■	■	■							
5	Soccer Season			195				■	■	■	■	■	■	■	■	■
6	Spring KJN/TAC Seminar Tour Promo			95	■	■	■	■	■	■	■					
7	Spring Dan Test Pre-event Promos			23			■	■								
8	Spring Dan Tests			65			■	■	■	■	■					
9	Spring Dan Test Post Event Promos			23						■	■					
10	Spring KJN/TAC Seminar Tour Follow-up			108			■	■	■	■	■	■	■			
11	Baseball Season			107				■	■	■	■	■	■	■	■	■
12	Cinco De Mayo			25				■	■							
13	Mothers Day			25				■	■							
14	Graduations			31				■	■	■						
15	Memorial Day			31				■	■	■						
16	Father's Day			33					■	■	■					
17	July 4th			34						■	■					
18	Vacations			66						■	■	■	■	■	■	■
19	Labor Day			30								■	■	■		
20	Nationals Pre Event Prep & Promos			160	■	■	■	■	■	■	■	■	■	■	■	■
21	Nationals			11								■	■			
22	Nationals Post Event Promos			45								■	■	■	■	■
23	Back To School			31								■	■	■		
24	NFL Football Season			65								■	■	■	■	■
25	Fall KJN/TAC Seminar Tour Promo			236	■	■	■	■	■	■	■	■	■	■	■	■
26	Fall Dan Test Pre-event Promos			23								■	■			
27	Fall Dan Tests			64									■	■	■	■
28	Fall Dan Test Post Event Promos			22												■
29	Fall KJN/TAC Seminar Tour Follow-up			22												■
30	Halloween			33									■	■	■	■
31	Moo Duk Kwan Anniversary			4												■
32	MWM/ KDJ Pre-event Prep & Promos			231	■	■	■	■	■	■	■	■	■	■	■	■
33	Moment With Masters 2010			4												■
34	Ko Dan Ja Shim Sa 2010			10												■
35	MWM/KDJ Post Event Promos			27												■
36	Thanksgiving			29												■
37	Christmas			22												■



Public Visibility, Marketing, Advertising & Press Release Distribution Opportunities

Each season, event, etc. provides at least three key opportunities for scheduling and creating public visibility:

WELL BEFORE
Announcing student or studio participation in, sponsorship of an upcoming event, your special offer or program, your special event, gup test, open house, tournament, etc.

SHORTLY BEFORE
Naming individuals who are participating in the actual event or program within the next few days, reminding about special offer deadlines, cut off dates, etc.

AFTER
Announcing results of the event, publish participant names, list of awards, amount of funds raised, number of lives touched, etc.

The wiki features ideas from a variety of sources for attracting new students and you are invited to share yours.