

Goals: 1. Generate buzz and excitement around the Chamber, AI and the summit; 2. sell tickets; 3. get sponsors and vendors													
	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec			
News release	Announce summit		Vendors			AI readiness survey	Early bird pricing ends	Last chance to register	Thank you / wrap up				
Fox Cities Week	Announce summit		AI Impact Blog Series	AI Poll	AI Impact Blog Series	AI Poll / AI readiness survey	AI Impact Blog Series - Early bird pricing ends	AI Poll - Last chance to register	Thank you / wrap up				Melissa
Web site landing page	x								add survey results				
Web site event page	x					Add readiness survey info			update after 11-5				Katie
Email	Announce summit				Why attend / get tickets	AI readiness survey	Early bird pricing ends	Last chance to register					
Social media - organic	Announce summit		AI Impact Blog Series	You Tube AI video series	AI Impact Blog Series	You Tube AI video series / AI Readiness survey	AI Impact Blog Series	You tube AI video - Last chance to register	Thank you / wrap up				Laura
Local 5 Live - TV			x						Results of AI Readiness survey				
Maino & the Mayor - Radio			x						Results of AI Readiness survey				All
WHBY - Haley Tenpas				x									
91.1 The Avenue	Apply for grant for free ads					Use grant \$	Use grant \$						TBD or Hold
The Business News	Announce summit					AI readiness survey		Last chance to register	Thank you / wrap up				
Share with other Chambers				email	at ACCE		at WCCE						
Stakeholder talking points		x											
Promo Banner or signage to hang at events		x	x	x	x	x	x	x					
Share with WMC, WEDC, ADI, FCCVB, WEDA, NEW NORTH; EWRPC; NEWDA; NEWMA			at Inbound	at NN summit		AI readiness survey							
Update Francis AI bot		x			x		x						
AI Impact Blog Series -- run in FCW, web, social, TBN		Write	Promote	Write	Promote	Write	Promote						
Interactive social media contest to win 2 free tickets								see how ticket sales are					
Send and promote AI Readiness survey						x	x	x					
Cross promote with FVTC		x											
You Tube AI video series				x		x		x					
Send media feature ideas				x			x						
The Business Review flyer insert								x					
Media advisory									x				