



NAME..... DATE..... RATING OUT OF 10.....

TITLE: PLAN AND PLAN NOT TO PLAN

QUOTE: “Realize that ultimate success comes from opportunistic, bold moves which by definition, cannot be planned” Ross Johnson

OBJECTIVES FOR THE WEEK:

If you have access, get hold of last week’s papers and all the big stories from online and social media etc.

Go through them and look at all the stories. Any which could apply to you, dig them out and chop out the articles and put them on the side. Think about how you could have jumped on the back of these stories and what you would have done. Even if it is a vague link, make sure you have at least a couple.

Think about what you would have needed to do to make this work. Do you need budget, sign off, creative help etc?

Put in place a mini system that allows you to deal with something like this really quickly. A shortened sign off process and some funds and other resources if needed. As the week progresses, look at the breaking news and online trends and see what you can jump on.

Think to the future. What coming up in the next month or two could you use to your advantage? Think about sports and popular things with your target audience. Come up with a plan which might have a few options based on the result, or something that is waiting for something to happen and get it in place ready to go.

RESULTS:

