

WORLD COFFEE CONFERENCE MARKETING PLAN

15

17-19 MAY 2001, Hilton Park Lane, London

June

- Press Release 1 - announcement
- Adverts in Publications

July

- Mailing 1 – announcement
- Website completed and operational
- Update adverts in Publications

August

- Update advert in Publications
- Link from ICO website operational

September

- Design & Print Conference Programme (early bird)
- Mailing 2 early bird Programme
- Website early bird offer
- Update adverts in Publications
- Press Release 2 Update – speaker information
- Insert early bird Programme into Publications
- Website links to Dot Coms, Reuters, all commodity sites, coffee related sites, speakers, sponsors
- Special feature in F.O.Licht publication
- Research new lists

October

- Conference Programmes to conferences – E-commerce for Agribusiness, World Speciality Coffee 2000
- Mailing 3 – final early bird Programme
- Mailing specialist lists
- Press Release 3 update – Speaker CV's
- Update adverts in Publications
- Insert of programmes into Publications

November

- Conference Programmes to conferences – Sintercafe XIV, National Coffee Expo
- Adverts in Publications
- Insert early bird Programme into Publications
- Design & Print of Final Programme
- Website update – Final Programme
- Press Release 4 update – Final Programme
- Research new lists

December

- Adverts in Publications
- Press Release 5 update – progress report
- Special features in Publications
- Research new lists

January

- Adverts in Publications
- Mailing 4 – Final Programme
- Mail specialist lists
- Special Progress Report in Publications
- Press Release 6 – progress report
- Research new lists

February

- Adverts in Publications
- Inserts of Final Programme in Publications
- Press Release 7 – update
- Research new lists

March

- Mailing 5 - Final Programme
- Adverts in Publications
- Press Update 7
- Special feature in Publications

April

- Final Announcement – Adverts in Publications
- Inserts of Final Programme in Publications
- Fax Mailing