



SUGGESTED TIMELINE

August

- Develop your own local events related to the Geography Awareness Week theme, or choose one or several events from National Geographic's list at GeographyAwarenessWeek.org
- Decide on dates during Geography Awareness Week that you will host events. Getting these dates set early allows you more time to customize materials and get the word out!
- Make a Geography Awareness Week calendar of to distribute to press and possible participants

September

- Designate group planning roles (and try to solicit volunteers if you need them)
 - Designate a planner for:
 - Media outreach
 - Advertising
 - Customizing National Geographic support materials

October—**MEDIA/OUTREACH**

Beginning of October:

- Put up fliers, place ads, put up posters, etc.
- Rent space, if your event requires you to do so
- Talk with authorities to get whatever permission is necessary for your plans
- Try to partner with your local paper to cover your Geography Awareness Week events in the paper (see Media)

November

Before Geography Awareness Week: (see How to Publicize your Event)

- Send out reminder e-mail blasts
- Go to GeographyAwarenessWeek.org to download more Freshwater materials.
- Post a new round of fliers, posters, newspaper/radio ads, newsletter reminders, facebook/twitter updates, etc.
- Contact local media and remind them of the details of your event
- Finalize last minute details about the coordination of media, volunteers, events and event coordinators. Check the GeographyAwarenessWeek.org website for last minute reminders or support materials

During Geography Awareness Week:

- Continue following the guidelines for How to Publicize your Event
- Continue reaching out to local media
- Make sure to document events, participants, earned media, to report back to National Geographic. Feel free to include pictures and short recaps.
- After your event, submit pictures and statistics about your event to local media that may not have covered your event, and to National Geographic (see Report Back!)

December

Report to NGS (See Report Back!):

- Events held
- Location, date, time
- Number of participants
- Pictures from the event
- Short recap of events
- Any media attention you got
- Number of media outlets present

- Anything else you want us to know!