

# Promotional Campaign Timeline



No	Activities	Follow Schedule																											
		May				June				July				August				September				October							
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4				
១	Design promotional material (Leaflet, Poster, Banner)	■			■	■	■	■																					
២	Marketing & Employer visit to find support and sponsor for the event				■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
៣	Promote the event in social media FB / Line Youtube	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
៤	Promote the event in highschool and university	■		■	■	■	■	■		■		■		■	■														
៥	Mobile job fair	■		■				■		■		■		■	■														
៦	Street banner promotion (240 Banners)														■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
៧	Promotion on Radio (200 times)															■	■	■	■	■	■	■	■	■	■	■	■	■	■
៨	Promotion on TV (40 times)																					■	■	■	■	■	■	■	■
៩	Promotion on Newspaper (6 times)												■		■		■		■		■		■		■				
១០	Van Promotion (1 van)															■	■	■	■	■	■	■	■	■	■	■	■	■	■
១១	Promotion on LED (infront of Canadia) 2 week																									■	■		
១២	Employer / Stakeholder meeting to promote NCF 2017															■													
១៣	Press conference to about NCF 2017																									■			
១៤	TV interview																									■	■	■	■
១៥	Mass E-Mail																									■	■		
១៦	Campus preparation and design																										■	■	
១៧	Booth and interview counter installation																												■
១៨	Meeting with exhibitor to clarify the regulation and rule for NCF																												■
១៩	FB live / Radio call																												■
២០	Finalize the report																												■
		<b>October First Week</b>																											