

Awareness campaign plan

Date: July 23, 2026

Timeline

08:00 – 08:30 **Prep Phase: Morning Team Strategy Briefing**

The campaign team reviews key objectives, assigns roles, and prepares marketing collateral for the day's launch. Coffee and light breakfast items are provided to energize the team.

Location: Main Conference Room, Campaign HQ

08:30 – 09:30 **Prep Phase: Venue Signage & Material Staging**

Volunteers assemble banners, informational booths, and promotional banners throughout the venue. All physical materials are audited to ensure maximum visual impact.

Location: Central Atrium, City Center

09:30 – 10:15 **Prep Phase: Digital Systems & AV Check**

Technical teams perform final audiovisual checks and verify digital broadcast feeds before going live. Social media channels and landing pages are updated for the launch.

Location: AV Control Room

10:30 – 11:15 **Launch Phase: Keynote Press Conference**

Campaign leaders deliver an inspiring opening address introducing the initiative's core mission to local press and community leaders. Key spokespeople address reporters during a short Q&A.

Location: Main Stage Auditorium

11:15 – 12:00 **Launch Phase: Digital Media Go-Live**

The campaign's promotional videos and website go live globally across all social media platforms. Influencer partners concurrently push out launch announcements.

Location: Media Center

12:00 – 13:00 **Launch Phase: VIP & Press Networking Luncheon**

Campaign sponsors, press members, and community leaders gather for a catered lunch. This event fosters strategic connections and builds momentum for the afternoon activities.

Location: Executive Lounge

13:30 – 15:00 **Engagement Phase: Community Action Workshop**

Attendees participate in hands-on workshops designed to educate the public on actionable steps for the cause. Facilitators guide group discussions and distribute resource kits.

Location: Community Hall

15:00 – 16:00 **Engagement Phase: Street Team Public Outreach**

Outreach teams hand out branded merchandise, educational flyers, and merchandise in high-traffic public areas. The goal is to drive foot traffic to digital sign-up portals.

Location: Downtown Pedestrian Plaza

16:00 – 17:00 Engagement Phase: Expert Panel Discussion

Industry specialists and advocates discuss real-world impacts and long-term solutions related to the campaign's theme. The audience is invited to submit live questions via app.

Location: Main Stage Auditorium

17:00 – 18:00 Engagement Phase: Interactive Photo & Story Booth

Participants record video testimonials and take photos against custom backdrops to share on personal social media. Hashtag tracking monitors audience engagement in real time.

Location: Engagement Zone

18:15 – 19:00 Wrap-up Phase: Closing Remarks & Volunteer Recognition

Campaign organizers summarize the day's achievements and highlight key engagement statistics. Outstanding volunteer contributions are formally recognized with awards.

Location: Main Stage Auditorium

19:00 – 20:00 Wrap-up Phase: Evening Debrief & Reception

The organizing committee and key partners relax over drinks to celebrate the successful launch. Brief informal feedback is collected to refine future campaign legs.

Location: Rooftop Terrace