# UNEXPECTED MOMENT PLAN

Marketing Strategy · Chapter 4 · The Calendar of Events

Choose one moment that could happen to your organization in the next year, good or hard. Whoever reacts in the first hour wins the moment.

**The moment (good or hard)**

**What we do in the first hour**

**Who responds (one name) and who approves**

**Materials ready in advance (designs, videos, messages, products)**

**Budget reserve**

**The next 48 hours**

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Marketing Strategy · Chapter 4 · The Calendar of Events

DANIEL'S EXAMPLE · AN ANONYMISED CLUB

## READ IT AFTER YOU HAVE TRIED YOURSELF

**The moment (good or hard)**

Promotion on the last day of the season (good)

**What we do in the first hour**

Message from the captain on all channels within 20 minutes; photo of the squad with the supporters; announce the celebration in the main square for the next evening; shop opens online at midnight with the promotion shirt

**Who responds (one name) and who approves**

Marketing manager responds; general manager approves (both on call on the last matchday)

**Materials ready in advance (designs, videos, messages, products)**

Promotion shirt designed and approved; video edited from the season archive; press release and posts written in two versions (promoted / not promoted)

**Budget reserve**

€5,000 for the celebration and the first print run

**The next 48 hours**

Celebration in the square with the city hall; shirts in the shop on Monday; thank-you video; season ticket pre-sale opened while the emotion is high

## CHECK YOUR WORK

- [ ] Every month has at least one event besides the matches
- [ ] Every event sheet has one name as responsible
- [ ] Every left-out event has a reason