

NEWPORT NEWS TOURISM DEVELOPMENT OFFICE

2016- 2017 Marketing Activities Calendar

Cheryl Cindy Danielle Andrea Janie Bree Lisa Becky Barb

<u>Date(s)</u>	<u>Activity</u>	<u>Staff</u>
<u>June</u>		
1	Add "Zoom In" to website	Bree
1	Social Media Promo: "Zoom In" contest	Bree
2	Create "Get Out and Play" page on website	Bree
14	Beers and Bands WB E-blast	Andrea
28	Create Endview Reenactment online registration	Bree
28	Improve blog visibility on homepage of website	Bree
30	4 th of July and other July events WB E-blast	Becky
30	Gift Shop Inventory	Janie
<u>July 2016</u>		
1	Update/Index Website	Bree
1	Ensure website is linked within relevant industry sites	Bree
1	New Church Welcome Center Demo/Blitz set up	Andrea
1,8,15,22,29	Weekly Events Calendars to Consumers and Industry	Lisa
2	Blog & Eblast: July Events	Bree/Becky,
2	Social Media Promo: Five Things To Do in July	Bree
4	Social Media Promo: Happy 4 th of July	Bree
5	Monthly Revenue Report	Lisa
5	Photo Contest Info added to Website	Bree
5	Restaurant Week domain & web builder renewal	Bree
5	Create Sister Cities page on website	Bree
6 - 14	Social Media Promo: World Arts Celebration	Bree