**VIRTUAL EVENT MARKETING PLAN TEMPLATE**

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|  |  | PHASE ONE | PHASE TWO | PHASE THREE |
| PROMOTION TYPE | ADDITIONAL INFO | Wk1 | Wk2 | Wk3 | Wk4 | Wk5 | Wk6 |
| **EMAIL MARKETING** |  |  |  |  |  |  |  |
|  Pre-Launch |   | **X** |  |  |  |  |  |
|  Launch |   |  | **X** | **X** |  |  |  |
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|   |   |  |  |  | **X** | **X** |  |
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| **SOCIAL MEDIA** |  |  |  |  |  |  |  |
|  Webinars |   |  |  |  |  |  |  |
|  Live event updates |   |  |  |  |  |  |  |
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