

[INSIDE] THE FORD 2010-11 SEASON
MASTER CHECKLIST & SCHEDULE OF DEADLINES

Due Date	Item	Recipient
June 1	<input type="checkbox"/> Submit Contact Information Sheet	Alma
June 1	<input type="checkbox"/> Submit Creative Brief	Communications
June 5	<input type="checkbox"/> Partnership Orientation & Marketing Workshop	
June 18	<input type="checkbox"/> Submit Marketing Plan <input type="checkbox"/> Submit play blurbs for season postcard	Communications Communications
June 30	<input type="checkbox"/> Review & approve copy for season postcard <input type="checkbox"/> Groups convene to discuss Season Subscription Party	Communications
July 1	<input type="checkbox"/> Submit Box Office Form and set date to meet about discounts and group sales	Breanna & Eve
July 16	<input type="checkbox"/> Review & approve design for season postcard	Communications
August 1	<i>Sneak preview packet to Ford Theatre Foundation donors & ITF subscribers</i> <i>Longlead press announcement</i>	Communications Communications
	<input type="checkbox"/> Send Save the Date to email list	Communications
	<input type="checkbox"/> Submit Mail, Email, Web Info Form <input type="checkbox"/> Submit Snail-mail lists in excel format	Communications Communications
Early August	<input type="checkbox"/> HYPERBOLE must schedule phone mtg to discuss overall promo & marketing schedule & strategy	Communications
September 1	Season postcard mailed Season Published on Ford Website Tickets on sale to general public (web, mail, phone, fax & window); Ford e-mail list blast	
Early September	<input type="checkbox"/> HYPERBOLE postcard submitted for approval	Communications
	<input type="checkbox"/> HYPERBOLE submits multimedia/materials for Web site <ul style="list-style-type: none"> • Youtube • Images/photos • Mp3 of interviews or music • Additional background info on play 	Communications
September 10	<input type="checkbox"/> HYPERBOLE Group Sales list of leads due	Eve
	<input type="checkbox"/> HYPERBOLE submits 6 e-sign frames	Communications
End of September	<input type="checkbox"/> FREE must schedule phone mtg to discuss overall promo & marketing schedule & strategy	Communications
Early October	<input type="checkbox"/> ITF Season Subscription Party at the Ford	Communications
November 30	<input type="checkbox"/> FREE Group Sales list of leads due	Eve
Early December	<input type="checkbox"/> FREE postcard submitted for approval	Communications
	<input type="checkbox"/> FREE submits multimedia/materials for Web site <ul style="list-style-type: none"> • Youtube • Images/photos • Mp3 of interviews or music • Additional background info on play 	
Mid-December	<input type="checkbox"/> FREE submits 6 e-sign frames	Communications

	<input type="checkbox"/> THE MERCY SEAT must schedule phone mtg to discuss overall Promo & marketing schedule & strategy	Communications
January 28	<input type="checkbox"/> THE MERCY SEAT Group Sales list of leads due	Eve
Early February	<input type="checkbox"/> THE MERCY SEAT postcard submitted for approval	Communications
	<input type="checkbox"/> THE MERCY SEAT submits multimedia/materials for Web site <ul style="list-style-type: none"> • Youtube • Images/photos • Mp3 of interviews or music • Additional background info on play 	Communications
Mid-February	<input type="checkbox"/> THE MERCY SEAT submits 6 e-sign frames	Communications

NOTE TO ARTISTS: Items in Italics denote key events in the Ford marketing/production/box office schedule. They are for your information only. No participant action is needed.