



International Mounted Games Association Sponsorship and Promotions Sub-Committee

Work Order Document

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| Requested: | 10/12/2014 |
| Deadline: | 13/11/2015 |
| Reference: | SAP-201415-002 |
| Name: | Media Strategy |

Requirements:

To date there has not been a coordinated approach to media coverage and press releases relating to IMGA events. What press coverage there has been has generally been arranged locally by organisers.

IMGA needs to start being much more proactive in this area. Contacts with media outlets around the world need to be established, recorded and encouraged. Prior to events taking place these contacts should be made aware of them and encouraged to give coverage. After events, consolidated and consistent press releases should be issued to these same contacts for publication.

It is the task of this sub-committee to start building such a strategy, document exactly how it should work, and plan the necessary actions to implement it.

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| Completed Date: | |
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Comments:

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