Event Marketing Plan

EVENT MARKETING PLAN

Agree each goal and action together, then set a review date. Update the plan whenever circumstances change.

Name: ____________________ Date completed: ____________ dd / mm / yyyy

Date of birth: ____________ dd / mm / yyyy Record / MRN number: ____________________

Prepared by: ____________________ Date agreed: ____________ dd / mm / yyyy

Review date: ____________ dd / mm / yyyy Next appointment: ____________________

Background - why this plan is needed

GOALS

1 - Goal: ____________________ 1 - How progress is measured: ____________________

1 - Target date: ____________ dd / mm / yyyy 2 - Goal: ____________________

2 - How progress is measured: ____________________ 2 - Target date: ____________ dd / mm / yyyy

3 - Goal: ____________________ 3 - How progress is measured: ____________________

3 - Target date: ____________ dd / mm / yyyy 4 - Goal: ____________________

4 - How progress is measured: ____________________ 4 - Target date: ____________ dd / mm / yyyy

5 - Goal: ____________________ 5 - How progress is measured: ____________________

5 - Target date: ____________ dd / mm / yyyy

ACTIONS

Action: ____________________ Who is responsible: ____________________

Start: ____________ dd / mm / yyyy Review: ____________ dd / mm / yyyy

Action: ____________________ Who is responsible: ____________________

Start: ____________ dd / mm / yyyy Review: ____________ dd / mm / yyyy

Action: ____________________ Who is responsible: ____________________

Start: ____________ dd / mm / yyyy Review: ____________ dd / mm / yyyy

Action: ____________________ Who is responsible: ____________________

Start: ____________ dd / mm / yyyy Review: ____________ dd / mm / yyyy

Action: ____________________ Who is responsible: ____________________

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Action: ____________________ Who is responsible: ____________________

Start: ____________ dd / mm / yyyy Review: ____________ dd / mm / yyyy

Action: ____________________ Who is responsible: ____________________

Start: ____________ dd / mm / yyyy Review: ____________ dd / mm / yyyy

SUPPORT IN PLACE

Support in place

- [ ] Written information provided
- [ ] Contact details for questions given
- [ ] Family, carer or colleague involved with consent
- [ ] Equipment or medication supplied
- [ ] Follow-up booked

What to do if things change - warning signs and who to contact

REVIEW RECORD

Date: _____ dd / mm / yyyy **Progress:** _____

Changes made: _____ **Reviewed by:** _____

Date: _____ dd / mm / yyyy **Progress:** _____

Changes made: _____ **Reviewed by:** _____

Date: _____ dd / mm / yyyy **Progress:** _____

Changes made: _____ **Reviewed by:** _____

Date: _____ dd / mm / yyyy **Progress:** _____

Changes made: _____ **Reviewed by:** _____

Date: _____ dd / mm / yyyy **Progress:** _____

Changes made: _____ **Reviewed by:** _____

Signature and date

Clinician signature and date