PSP SOUTHAMPTON BOAT SHOW
12-21 SEPTEMBER 2014

1 month
August

- [ ] Upload all your latest product information to Show website
- [ ] Contact the PR team with any latest news, product launches etc
- [ ] Order leaflets to send to client database with a covering letter
- [ ] Order your VIP Guest Tickets
- [ ] Email database with the discount code EX12 for Show tickets
- [ ] Download and print the PSP Southampton Boat Show poster
- [ ] Send us any videos
- [ ] Tell us about any competitions
- [ ] Send your VIP Guest Tickets to your hot prospects and key clients
- [ ] Email your entire database reminding them of your presence at the Show and the discount code EX12 for Show tickets
- [ ] Contact the PR team with any latest news

2 weeks
September

- [ ] Tell PR team about any media events, product launches and latest news
- [ ] Order any last minute VIP Guest Tickets
- [ ] Email your database with ticket discount code EX12
- [ ] Book your media event with the PR team

southamptonboatshow.com/marketing

Your Essential Contact List

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