

Partner PR Matrix

	Website Who is willing to post online & where? Homepage? Event calendar?	Social Media Who can promote on social media and how?	E-news Who can include info in their e-news? When is content needed to make deadlines?	Internal communications Will partners use staff (or faculty) lists to spread the word?	Targeted Lists Do you or your partners have targeted lists you can use? (Prospective members, community contacts...)	Communication Who can write a press release and send it out?	Graphic Design Do any partners have a designer on staff who can create a flier?	Print Do any partners have the capability to print and/or distribute materials such as fliers or programs?	Personal Contacts Partners should make a list they will extend personal invitations to.	Event Presence* Who can be at the event to take photos, live Tweet, etc.?
Lead Partner										
Collaborating Partners										
Allies										

Lead Partner – The group most directly responsible for the event.

Collaborating Partners – Groups supporting the event & who have a stake in its success.

Allies – Groups/individuals with shared topic interests who are most likely to help. Examples: Venue, Sponsor/Donor, Speaker (and their Organization), Publisher, etc.