

	Q2			Q3			Q4 - End of financial year			
	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	
PLANNING										
KEY SEASONAL DATES / MEDIA HOOKS	Spring / getting warmer	May Half Term	Air Show	Summer holidays	Summer holidays	Back to school - quieter season	Halloween	Bonfire Night and Pre-Christmas	Christmas	
EVENTS		Brixham Pirate Festival 04 - 06 May Walking Festival 04 - 19 May UNESCO Geopark Festival 25 - 31 May	Air Show 01 - 02 Jun	Electric Bay 13 - 14 Jul		Agatha Christie Festival 06 - 15 Sept Turkey Ride 07 Sept Seafood FEAST 27 Sept - 12 Oct	Seafood FEAST 27 Sept - 12 Oct	Bay of Lights	Bay of Lights	
STRATEGY FOCUS / CONTENT THEME										
STRATEGY FOCUS / CONTENT THEME	Planning for Summer Holidays for mid to short lead media and highlighting the Pirate Festival for short lead media	Promote the UNESCO Geopark, the perfect destination for Active Explorers and Cruise ships travellers	Promote the culture for international travellers and 'cultural explorers'	Highlighting ER as a SUP destination for summer and wider water activities as part of 'the on the water' marketing focus Promoting Agatha Christie Festival to short lead media	Long lead media Christmas planning Promoting Agatha Christie Festival and Seafood Feast to short lead media	Best vineyards to visit in the English Riviera Focus on Sandridge Barton vineyard for solo travellers and empty nesters	Promote food and drink and relaxation experiences and mid lead Christmas activity	Promoting Bay of Lights to short lead media	Promoting Bay of Lights to short lead media	
STRATEGIC MEDIA RELATIONS										
PRO-ACTIVE PRESS OFFICE	Promoting the Walking Festival and Pirate Festival to short lead media	Promoting the Air Show to short lead media and a focus on the Geopark for sustainable media	Promoting Electric Bay for the Cultural Explorers and wider cultural events	Summer holiday attractions and promoting the events	Promoting the summer holiday attractions for short lead media and Christmas activities for long lead media	Vineyard experience and promoting the wider cultural events	Promoting Half Term and Halloween events to short lead media	Bonfire Night and Christmas and promoting events to short lead media	Christmas and promoting events to short lead media	
MEDIA ANGLES	The little known vineyard of the English Riviera. Escape on a vineyard safari at Sandridge Barton (for April 2025)	The Top Seafood Festival is Back! English Riviera Unveils Gastronomic Festival Showcasing Local Cuisine and Chefs at Sea FEAST this September Meet the Michelin chef involved in this year's celebration of seafood at Seafood FEAST at the English Riviera	Meet the pilots behind this year's thrilling English Riviera Air Show Take a weekend trip from London to the English Riviera, the stunning 22 mile of coast just 3 hours from London and experience some of the best BBQ in the world (featuring a six the trip 50 Topknotter BBQs in the ER) Sub Focus and Joel Corry confirmed to play at open-air party on Torquay Seafrome	Eco Friendly Tourism: The English Riviera Embraces Sustainable Tourism initiatives to Preserve its Coastal Beauty Eco Friendly Tourism: The English Riviera Embraces Sustainable Tourism initiatives to Preserve its Coastal Beauty (spokesperson Nick Powe, Chair of ER UNESCO Global Geopark) Sustainability Spotlight: How the English Riviera is Leading the Charge in Protecting Marine Life and Coastal Ecosystems What is a UNESCO Geopark accreditation and where can you visit one in the UK?	Adventure Awaits: Stand Up Paddleboarding Championships to be hosted for the first time in the English Riviera this September. We Take a Look at the Outdoor Activities for Thrill-Seekers and Nature Enthusiasts Available in the Area Health and Wellness Retreats: English Riviera's Top Five Tranquil Spas and Yoga Studios Offer Sanctuary Amidst Coastal Backdrops	Travel to the birthplace of renowned crime novelist Agatha Christie and explore where she wrote her iconic books	The Top Seafood Festival is Back! English Riviera Unveils Gastronomic Festival Showcasing Local Cuisine and Chefs at Sea FEAST this September	Installations to light up Devon as part of the Christmas art by space, tickets are selling quickly (spokesperson: Carolyn Cusumano) (Focus on the Illumination trail)	Meet the artists behind this year's stunning Bay of Lights installation and learn how long it takes to bring their ideas to life	Five of the Best British walking festivals to explore in 2025
REACTIVE PRESS OFFICE: MEDIA MONITORING AND NEWSJACKING	Monitor media trends for newsworthy opportunities Finalise bank of pre-approved responses	Monitor media trends for newsworthy opportunities	Monitor media trends for newsworthy opportunities	Monitor media trends for newsworthy opportunities	Monitor media trends for newsworthy opportunities	Monitor media trends for newsworthy opportunities	Monitor media trends for newsworthy opportunities	Monitor media trends for newsworthy opportunities	Monitor media trends for newsworthy opportunities	
REGIONAL CAMPAIGNS	Events calendar and promoting local stakeholder activity e.g. restaurant or hotel news	Events calendar and promoting local stakeholder activity e.g. restaurant or hotel news	Events calendar and promoting local stakeholder activity e.g. restaurant or hotel news	Events calendar and promoting local stakeholder activity e.g. restaurant or hotel news	Events calendar and promoting local stakeholder activity e.g. restaurant or hotel news	Events calendar and promoting local stakeholder activity e.g. restaurant or hotel news	Events calendar and promoting local stakeholder activity e.g. restaurant or hotel news	Events calendar and promoting local stakeholder activity e.g. restaurant or hotel news	Events calendar and promoting local stakeholder activity e.g. restaurant or hotel news	
PROFILING / VERTICAL SECTOR PR	Profiling key members of the senior leadership team within vertical press Identifying sector specific news and targeting relevant editorial platforms	Profiling key members of the senior leadership team within vertical press Identifying sector specific news and targeting relevant editorial platforms	Profiling key members of the senior leadership team within vertical press Identifying sector specific news and targeting relevant editorial platforms	Profiling key members of the senior leadership team within vertical press Identifying sector specific news and targeting relevant editorial platforms	Profiling key members of the senior leadership team within vertical press Identifying sector specific news and targeting relevant editorial platforms	Profiling key members of the senior leadership team within vertical press Identifying sector specific news and targeting relevant editorial platforms	Profiling key members of the senior leadership team within vertical press Identifying sector specific news and targeting relevant editorial platforms	Profiling key members of the senior leadership team within vertical press Identifying sector specific news and targeting relevant editorial platforms	Profiling key members of the senior leadership team within vertical press Identifying sector specific news and targeting relevant editorial platforms	
DIGITAL CAMPAIGNS	Ready To... Relax									
	What's On: Digital campaign	What's On: Digital campaign								
	Ready For... Nature	Ready For... Nature	Ready For... Nature							
	English Riviera Air show	English Riviera Air show	English Riviera Air show							
	Family Year Round: Digital campaign	Family Year Round: Digital campaign	Family Year Round: Digital campaign	Family Year Round: Digital campaign						
	Always On: Google campaign	Always On: Google campaign	Always On: Google campaign	Always On: Google campaign	Always On: Google campaign	Always On: Google campaign	Always On: Google campaign	Always On: Google campaign	Always On: Google campaign	
			Ready For... On The Water	Ready For... On The Water	Ready For... On The Water					
					Seafood Fest	Seafood Fest				
					Ready For... Food & Drink	Ready For... Food & Drink	Ready For... Food & Drink	Ready For... Food & Drink		
					Ready For... Culture	Ready For... Culture	Ready For... Culture	Ready For... Culture		
PRESS TRIPS	Press trip outreach Themed press trips showcasing activities that lend themselves to warmer weather	Press trip outreach Secure VIP press trips for the Air Show	Press trip outreach Pitched at quieter shoulder months and target visitors including Cultural Explorers (CE) and Young Active (YA)	Press trip outreach Pitched at quieter shoulder months and target visitors including Cultural Explorers (CE) and Young Active (YA)	Press trip outreach Agatha Christie Festival themed press trips	Press trip outreach Pitched at quieter shoulder months and target visitors including Cultural Explorers (CE) and Young Active (YA)	Press trip outreach Showcase the winter offering	Press trip outreach Showcase the winter offering	Press trip outreach Showcase the winter offering	
HOUSEKEEPING										
Monthly report to be delivered / presented	Quarterly report	Quarterly report	Quarterly report	Monthly report to be delivered / presented	Monthly report to be delivered / presented	Quarterly report	Monthly report to be delivered / presented	Monthly report to be delivered / presented	End of year report	