NATIONAL ROAD SAFETY WEEK 2022ROADMAP

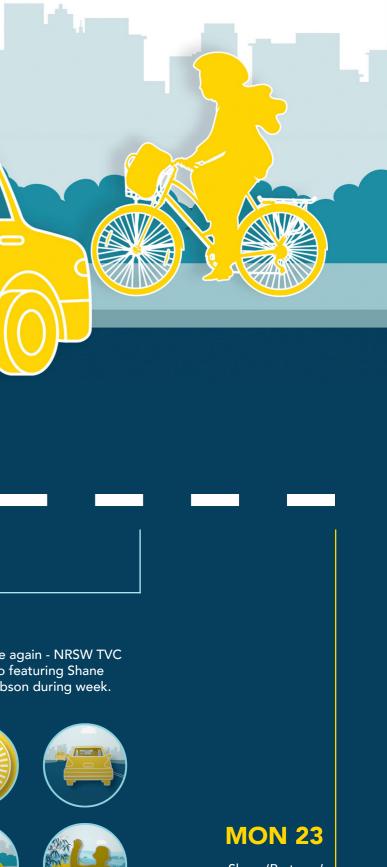
ALL BRANDING ASSETS CAN BE FOUND HERE: ROADSAFETYWEEK.COM.AU/BRANDING

MAY

NOW		WED 4	MON 9	WED 11	SUN 15 TO SUN 22	
Ensure NRSW ema signature is active					Share daily theme video via socials each day of National Road Safety Week	Share video Jacobs
Ensure all distresse media is booked ir						
Ensure all events a organised	are	Share Coming soon tile #NRSW #DriveSoS				DON'T SPEED
Lock in available						
Ambassadors/Influ Send confirmed ev		Prepare media releases & pitches	Share NRSW TVC video featuring Shane Jacobson			
with images to NR		Finalise speaking notes				8-5-
website		with relevant Local/State/ National statistics	Pitch interviews to media	Share 5 days to go social tile (coming soon)		3.

All Branding assets can be found here: roadsafetyweek.com.au/branding

If you have any branding asset questions, please contact: daniel@lunchboxcreative.com.au If you have any PR questions, please contact: louise@louisenealon.com



Share 'Partners' video to attract partners for 2023