



NATIONAL ROAD SAFETY WEEK

2022 ROADMAP

ALL BRANDING ASSETS CAN BE FOUND HERE:
[ROADSAFETYWEEK.COM.AU/BRANDING](https://roadsafetyweek.com.au/branding)

MAY

NOW

Ensure NRSW email signature is active

Ensure all distressed media is booked in

Ensure all events are organised

Lock in available Ambassadors/Influencers

Send confirmed events with images to NRSW website

WED 4

Share Coming soon tile #NRSW #DriveSoS

Prepare media releases & pitches

Finalise speaking notes with relevant Local/State/National statistics

MON 9

Share NRSW TVC video featuring Shane Jacobson

Pitch interviews to media

WED 11

Share 5 days to go social tile (coming soon)

SUN 15 TO SUN 22

Share daily theme video via socials each day of National Road Safety Week

Share again - NRSW TVC video featuring Shane Jacobson during week.



MON 23

Share 'Partners' video to attract partners for 2023