

Advertising planning form — campaign or specific event

NOTE: The following is a sample of the form which is to be completed and submitted to the *Trade Communications Bureau [Trade Communications Abroad (BTA) or Trade Communications Canada (BTC)]* or to the desk officer in your geographic branch every time advertising services are required. To obtain copies of the full-sized working forms, contact *BTA* or *BTC*.

Prepared by:

Date:

Division name and acronym:

Contact person:

Phone number:

Background

NOTE: Please attach additional information to this form including communications plans and reports about your program or event.

Program title/Event name (What are you promoting?):

Program and marketing objectives/Event objectives (identify key industry sectors, messages and important points):

What other communications activities are planned to promote this program or event?: