

# December 2013 - Notary Conference Benchmark Activities

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5 Meet to decide on logo design/concept – give to Kev	6	7
8	9 Eventbrite!	10 Draft text for Conference announcements on website, Eventbrite, emails	11 Get logo designs from Kev	12 Logo approval by Notary Staff – send to Exec. Staff	13	14
15	16 Create Eventbrite site concept – submit for approval	17 Check with State Bar for CLE approvals  Get logo approval	18 Finalize announcement text for website, first email, press release, SOS newsletter	19 Meet to review Conference details to date	20	21
22	23	24	25	26	27	28
29	30	31				

# January 2014 – Notary Conference Benchmark Activities

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 Eventbrite site goes live Newsletter text to Terri Website announcement goes live	3 Send out pre-announcement to 2012 Conference attendees – through Eventbrite	4
5	6 Send out 1 <sup>st</sup> email to all notaries/SOS subscribers Create FB event – post regularly	7	8 Create email lists for targeted groups	9	10 Touch bases with Colonial, L&C Brewery, band, CTC group	11
12	13 Work on sponsorships, session content, etc.	14 Send out 1 <sup>st</sup> email announcement to banks, credit union, title companies, associations (Financial)	15 Send 1 <sup>st</sup> email to schools, social service agencies (Apostilles)	16	17 Send out 1 <sup>st</sup> email to hospitals, nursing homes, associations (Medical)	18
19	20	21	22	23	24 Finalize presenters – get pix, bios for program	25
26	27 Send out 2 <sup>nd</sup> email to all notaries	28	29	30	31 Meet to review Conference details to date	

# February 2014 – Notary Conference Benchmark Activities

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4 Continue FB posts, Work on sponsorships, session content	5 Send out 1 <sup>st</sup> email to lawyers/ paralegals, associations (Legal)	6 Send out 2 <sup>nd</sup> blast email to all notaries	7	8
9	10	11 Continue FB posts	12 Send out 1 <sup>st</sup> email to government agencies	13	14 Send out 3rd email to all notaries (Valentine theme)	15
16	17 Send 2 <sup>nd</sup> email to targeted groups this week	18 Continue FB posts	19 Finalize session programs with presenters	20 Send out Eventbrite email to all Eventbrite contacts	21 Finalize sponsorships	22
23	24 <b>Update Handbook and order new edition</b>	25 Continue FB posts	26 Finalize program content for layout – get approval	27 Send out 4 <sup>th</sup> email to all notaries	28 Meet to review Conference details to date – make adjustments as needed	

# March/April 2014 – Notary Conference Benchmark Activities

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 Finalize meal/room arrangements with Colonial Continue FB posts Roomrate deal expires	4 Send 5 <sup>th</sup> Conference email to all notaries/SOS subscribers Continue FB posts	5 Contact program printer	6	7	8
9	10 Remind sponsors to send swag by 3/21	11 Continue FB posts	12 <b>Send program to printer</b>	13 Remind presenters that handouts due by 3/21	14 Meet to review Conference details to date	15
16	17 Send 6 <sup>th</sup> email to all lists (St. Pat's Theme)	18 Create Room Signs Continue FB posts	19	20	21	22
23	24 Copy handouts	25 Continue FB posts	26 Meet to review Conference details to date	27 Send final email to all notaries	28	29
30	31 Create name tags	April 1 Stuff swag bags	April 2	April 3 Pick-up/greet presenters as they arrive	April 4 Set-up Registration Conference	April 5 Conference