



Activity

07>

08>

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		
1	2	3	4	5	6	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28

A) Media Monitoring / Analysis, Consultancy

A1	Background research																							
A2	Backwards media analysis																							
A3	Daily media monitoring																							
A4	Daily media analysis incl. weekly analytical summary																							
A5	Daily, Weekly report delivery												Monthly report delivery											
A6	Monthly report delivery												Based-on-need activity / Stand-by service											

B) Strategy Planning, Evaluation, Reporting

B1	Communication Planning																							
a	Initial CP																							
b	ACP1																							
c	Mconc																							
d	CM/CCP																							
B2	WP1																							
B3	QPR1																							
B4	Final Rep.																							

C) Communication Management

C1	Campaign management																							
a	Strategic supervision																							
b	Implementation management																							
C2	Media Relations																							
a	Media events - press conferences																							
b	Media events - press briefings																							
c	Media events - press clubs / workshops																							
d	Media events - one-to-one interviews																							
e	Press releases, statements																							
f	Press kits																							
C3	Stakeholders relations																							
a	Stakeholders events - healthcare professionals (doctors/managers)																							
b	Stakeholders events - Consumers Organization (Patients' Rights)																							
C4	Crisis Communication																							
a	Adopting of crisis communications plan																							
b	Crisis communication management																							
c	Crisis communication events																							
C5	Issue Management																							
a	Issue management																							
b	Issue management events																							
C6	Reputation Management																							

D) Supporting services

D1	Creative services																							
a	Creative concepts																							
D2	Graphic design																							
a	Communication design concepts																							
b	Photography																							
c	Illustrations																							
d	Graphical work / layouting																							
D3	Texts																							
a	Editorial writing																							
b	Corrections																							
D4	Publishing services - Print																							
a	Content management and editorial services																							
b	Printing services																							
c	Distribution																							
D5	Publishing services - Web																							
a	Content management and editorial services																							
b	Web pages production / content management system																							
D6	Training																							
a	Media trainings (including Journalists' Study Tours)																							
D7	Others																							
a	Translations (incl. corrections)																							

E) Outsourcing Management

E1	Media space purchase outsourcing management																							
E2	Production outsourcing management (printed materials)																							

F) Media / Prints

F1	Campaign in media																							
a	Print media supplements																							
b	Advertorials																							
c	Supporting adverts																							
F2	Printed material distribution																							
a	Booklets																							
b	Leaflets																							