

Public relations / 16 week program

October 23, Week 1

- Onboarding
- Discovery (Current Agroverse assessment) -
- Brief framing
- Agroverse to confirm which press release will need to be drafted

October 30, Week 2

- Competitor PR research
- Micro & Macro PR trends research
- ID and List of required stakeholders for successful messaging
- Target Media List creation
- Analysis & Insights development
- Agroverse to provide full information required to draft the press release
- Agroverse to begin providing all collateral (images, headshots, etc).

November 6, Week 3

- Creation of Editorial Calendar
- Messaging & Story Matrix
- Mission/Vision/Mandate development
- **Draft Press Release 1**

November 13, Week 4 Thought Leadership Outreach

- Thought Leadership & Founder Profiling
- Media training for team
- Development of outreach program
- Any amendments to strategy before K.O
- **Press Release 1 to be approved**

November 20, Week 5 Introducing Doshi Outreach

- **Dispatch Press Release 1**
- Team will begin outreach to relevant media (Op-eds, Columns, Interviews, Conference Ops)
- Once lined up, team will be briefed and trained on each opportunity
- Dissemination program advised post-publishing

November 27 until December 18, Weeks 6-8

- Conduct follow ups on the press release
- Re-dispatch the press release
- Target pitch the release further
- Agroverse to confirm the second press release angle
- Agroverse to share full information in order to draft the press release
- **Begin drafting Press Release 2 (week 8)**

December 18 until January 8 (depending on Christmas dates), Weeks 9 to 11 - Product Focus Outreach

-Approval of Press Release 2 by Doshi (by end of week 10)

- Team will begin outreach to relevant media (Op-eds, Columns, Interviews, Conference Ops)
- Once lined up, team will be briefed and trained on each opportunity
- Dissemination program advised post-publishing
- Conduct follow ups on Press Release 1
- **Dispatch Press Release 2 (start of week 11).**

January 8 until January 15, Week 12 - Company Profile & Growth Story Focus Outreach

- Team will begin outreach to relevant media (Op-eds, Columns, Interviews, Conference Ops)
- Once lined up, team will be briefed and trained on each opportunity
- Dissemination program advised post-publishing