Everyday Dialogues: Campaign Planning [B1]

Chi ha a che fare con la preparazione di campagne e l'organizzazione di meeting con i clienti troverà sicuramente utile questo breve dialogo ambientato in ufficio.

Sarah: So we've fixed the date for the product **launch**. Now let's start planning the campaign. James: Yes, we need to get everyone together. Who's **involved**? Sarah: The creative team, the social media team and our PR agency, of course. James: OK, I'll **schedule** the meeting. What shall we put on the **agenda**? Sarah: For now, top-line goals, marketing strategy, communication channels, deliverables and **timelines**. James: Good. I'll check everyone's **agenda** and book a meeting room. Sarah: Try and get the large conference room with the audio-visual equipment. James: Sure. And can you gather all the relevant presentations? Sarah: OK, will do. When we've mapped it all out, we can start brainstorming some ideas. James: Excellent. It's so exciting. I can't wait!

NOW LET'S REVIEW THE VOCABULARY!

To fix a date means to **arrange** a time and place for a meeting. To get (everyone) together refers to **gathering** or assembling a group of people. PR is **short for** public relations, which **focuses** on communications between an organisation and the public, to manage its image and reputation. Top-line goals are the high-level objectives the campaign **aims** to **achieve**. 'Deliverables' are the specific **outputs** required for a campaign, such as logos, slogans, social media posts, videos, website content, etc. A conference room is a designated space designed to **host** meetings. To gather means to **bring together** from various places. To map out (a campaign plan) means to plan the details. Brainstorming refers to a group discussion to produce ideas.

Glossary

- **arrange** = stabilire
- **outputs** = risultati
- **host** = ospitare
- **schedule** = programmare
- **agenda** = ordine del giorno, programma
- **timelines** = tempistiche
- **short for** = abbreviazione di
- **focuses** = concentrare, focalizzare
- **aims** = mirare a
- **involved** = coinvolgere
- **gathering** = raccogliere, riunire
- **achieve** = raggiungere
- **bring together** = riunire
- **launch** = lancio