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Sample Timeline

January/February:

- Make a list of all local schools and any contacts you have in them
- Begin to send letters to teachers and principals regarding possible presentations/assemblies

March:

- Contact schools to follow up and schedule presentation
- Gather materials
 - Review talking points
 - Review presentation outline
 - Gather materials (pest specimens, coloring sheets, etc)
 - Prepare news release
 - Print certificates (appropriate quantity for class)
- Rehearse presentation
- Develop list of local media
 - Television, radio, newspaper
 - Contact the media outlets to determine to whom you should be sending the news release
 - Two weeks prior to your presentation -- send news release to local media outlets

April:

- Follow-up with media contacts the day before the presentation
- Give presentations
- Share experience with NPMA on website

May and Beyond:

- Don't just end the effort because National Pest Management Month is over.
- Pests are a year-round topic in your business, and in schools.
- Continue to book those presentations until the schools are closed for the summer,
- And, be sure to confirm visits with the same schools to whom you presented for next year! Now you've established contacts for an annual visit!

Pest Management 2004 Convention & Exposition
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