

Annex : Publicity Plan for the Public Engagement Stage - Project Management Timetable

		2009												2010
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Public Engagement Stage (Feb - Dec 09)														
1	Mass media - press briefing 1													
2	Overseas study visits													
3	Mass media - press briefing 2 (overseas study visits)													
4	The Idea Shop													
5	Partnering organizations activities													
6	Sponsored Radio programmes & info segments													
7	Mass media - public affairs TV/radio programmes (tbc)													
8	Newspaper ads for road shows and public forums													
9	Pamphlet													
10	10 Topical Discussions													
11	Series 1 : Road Show 1													
12	Series 1 : Road Show 2													
13	Series 1 : Public Forum 1													
14	Series 2 : Road Show 3													
15	Series 2 : Road Show 4													
16	Series 2 : Public Forum 2													
17	Mass Media - press briefing 3 (tbc)													
18	Computer game													
19	Inter-university / school competitions (tbc)													
20	Series 3 : Road Show 5													
21	Series 3 : Road Show 6													
22	Series 3 : Public Forum 3													
23	Mass Media - columnists briefing and feature interview													
24	Series 4 : Road Show 7													
25	Series 4 : Road Show 8													
26	Series 4 : Public Forum 4													
27	Public Forum 5													
28	Mass Media - press briefing 4 (tbc)													
29	Announcement of Public Interest (API) (tbc)													

Note: media publicity on Idea Shop and Partnering Organisation activities and media briefings to sustain media attention will be undertaken as deemed feasible

Remarks:

- Mass media items
- Series of Road Shows, Topical Discussions, Public Forums
- Computer game related items
- Others