

### Earth+ Marketing Worksheet

	For Event	For a particular element of the event
What is the form of the communication? <b>Media.</b>	<b>Event</b>	
Who do you want to communicate with? <b>Market.</b>		
Why do you want to communicate with these people? <b>Mission.</b>		
What do you want to say to them? <b>Message</b>		
How is investing time and money in this marketing communication the best way to achieve our mission with these people? <b>Most Effective.</b>		
How will you know if the communication achieved its mission? <b>Measurement.</b>		