

CONTENT IS KING:

HOW TO CREATE A DYNAMIC CONTENT CALENDAR



Ideal For Any Organization
With A Story To Tell.

Learn how to effectively select and prioritize dynamic content that will **drive your organization forward**. Discover how a content calendar can help organize your message and your marketing strategy so that your energy and focus is not wasted.



KNOWLEDGE/ LEARNING TARGETS:

How to identify quality content, the seasonality of quality content, understanding your audience's relationship to your content and how to put your content to good use. Dive into how to create and adjust your content calendar based on strategy



APPLICATION/YOU WILL LEAVE WITH:

A populated, customized content calendar for your organization

...and much more!



PERFECT FOR:

Those responsible for promoting and marketing their organization (and today, that includes everybody from senior leadership to communications personnel)