

Detailed Activity - Awareness Building Program for Ayam Dingin Segar

Note: The schedule is adjustable

NOVEMBER

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

H = Holiday

 Key Date - Important Day  Schedule  Publication

	November																																							
	OCT							NOV																																
	Wed	Thur	Fri	Sat	Sun	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Mon	Tue	Wed				
	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
MEDIA				Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun					Sat	Sun									
One on One Interview				Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun					Sat	Sun									
Seputar Indonesia				Sat	Sun						Sat	Sun			9		Sat	Sun						Sat	Sun					Sat	Sun									
Kompas/Kompas.com				Sat	Sun						Sat	Sun					Sat	Sun			15			Sat	Sun				Sat	Sun										
Detik.com				Sat	Sun						Sat	Sun					Sat	Sun					17	Sat	Sun				Sat	Sun										
Nova				Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun			23	Sat	Sun										
				Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun				Sat	Sun										
SOCIAL MEDIA				Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun				Sat	Sun										
Facebook/Instagram		quiz		Sat	Sun				quiz		Sat	Sun				quiz		Sat	Sun				quiz	Sat	Sun				quiz	Sat	Sun									
Twitter				Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun				Sat	Sun										
Daily Posting (article share, fact, recipes, quotes)				Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun				Sat	Sun										
				Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun				Sat	Sun										
Blogger				Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun				Sat	Sun										
Posting article				Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun				Sat	Sun										
Share through fb, fp, IG, google+				Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun				Sat	Sun										
Reply to Comment/question				Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun				Sat	Sun										
				Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun				Sat	Sun										
Youtube				Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun				Sat	Sun										
2nd upload (cooking demo)				28	Sat	Sun					Sat	Sun					Sat	Sun						Sat	Sun				Sat	Sun										
				Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun				Sat	Sun										

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DECEMBER

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

H = Holiday

! Key Date - Important Day Schedule Publication

December

	Thur	Fri	Sat	Sun	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Mon	Tue	Wed	Thur	Fri	Sat	Sun	Mon	Tue	Wed	Thur	Fri	Sat
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
MEDIA			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
One on One Interview w/Edwin Lau			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
Koran Sindo			Sat	Sun						Sat	Sun			15		Sat	Sun						Sat	Sun						Sat	
Tabloid Nova			Sat	Sun						Sat	Sun				16	Sat	Sun						Sat	Sun						Sat	
			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
Road Show Food Truck			Sat	Sun						Sat	Sun					Sat	18						24	Sun						Sat	
Media Invitation: Koran Sindo, Republika, JakPost			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
Detik.com, Kompas.com, Beritasatu.com, Vivanews.com			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
Antara.com, Liputan6.com, Tabloid Nova			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
SOCIAL MEDIA			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
Facebook/Instagram	quiz		Sat	Sun				quiz		Sat	Sun			quiz		Sat	Sun				quiz		Sat	Sun				quiz		Sat	
Twitter			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
Daily Posting (article share, fact, recipes, quotes)			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
Facebook Live during Food Truck Road Show			Sat	Sun						Sat	Sun					Sat	18						24	Sun						Sat	
			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
Blogger			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
Post article in FP and share			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
Reply to Comment/question			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
Youtube			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
3rd upload (video launching)			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	
			Sat	Sun						Sat	Sun					Sat	Sun						Sat	Sun						Sat	