PRODUCT DEVELOPMENT	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Budget Management												
Strategic planning - strategy runs until 2021												
Media												
Industry Engagement												
Bi weekly enews												
Industry social media												
Quarterly pop-in workshop (breakfast and/ or evening)		Distribution			Airbnb				Social Media			TBA
Visitor Labs												
Destination Jersey												
JAG												
Face to Face Industry Engagement (1-2-1 meetings)												
Partnership Programme (Stay, Eat & Drink, See & Do)												
Retail / Event Programme												
LJH												
2/3* supplier group												
PAG thought leadership												
Overseas supplier FAM i.e. 2*/3* - take place Jan 2021 (Cornwall)												
Green Tourism Award - drive membership												
Our Welcome												
Big Weekend (social activation to Jersey residents, banner ads, poster sites and 2021 event spend*)												
Staff Pass (refresh/reprint)		New business	Launch									
HEAT (host industry, welcome students school group proposition)												
AccessAble (TBC - subject to SoJ driving forward)												
On-island Printed Guides												
Walking & cycling guides												
What's On												
Map												
Occupation to Liberation (on sea/on land/on air)												
Accessible Tourism												
Product Marketing												
Product Gaps - *align to content plan*	Bus itineraries	Ice Age	National Trust	Geology	Natural culture	Value Jersey	Maritime	Sculpture		Bird Watching	Markets	
Signature Experiences (Campaign)												
History & Heritage (Geotourist - two trails Liberation & Occupation)	Liberation Route Europe	Lib Route GT	Occ Route GT									
Tidal Trail (Spotify & Podcast)												
Urban Art Tour (Spotify & Podcast)												
Sustainable e-guide (link to our Sophie Hellyer content)												
Fact sheets (trade to advise requirements)												
School groups (activity funded by trade)												
Niche partnerships i.e. Strava, Wedding, Babymoon												

EVENTS JERSEY	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Budget Management												
Strategy												
Quarterly reports to EDTSC												
Media												
Events Bid for & Won												
Super League Triathlon (SLT)	Stakeholder workshop		Industry workshop			Trade activity	Always on content	1st pymt		2nd pymt		
SLT Banners (50/50 split SoJ)												
Breca Swimrun (TBC)	Goals for the Soul											
Home Grown Events												
Events Jersey Incubator Marketing (2-3 participants)	*Rat Race Ultra*	*Taste Jersey*		Grand Fondo		*Art House Waterlust*					Event TBC	
Event Calendar (updated monthly)												
Event Framing (new & refresh)	Jersey Runcation / Active Adventure	Six foodie events	Motor sport	Summer Music	RBC SLT	Active Adventure Events		Autumnal	Christmas			
Event Support (ongoing F2F 60+ events 1-2-1 meetings)												
November to January Events Tourism												
Business Events												
Hills Balfour agency fee												
Sales Calls (Sales Mission / Disbursements) = KPI 60 P.A												
Destinations Alliance												
EJ FAM (Destination Jersey) = 6 PAX												
EJ London Showcase Event = 25 PAX												
MICEbook event (Emerging Destinations) = 50 PAX												
Industry Engagement												
EJ Steering Group (present C&IT survey findings)												
Events Jersey Marketing Development												
events.jersey.com development												
events.jersey.com hosting Switch (Feb 2020)												
Quarterly newsletter / social media												
On-island Corporate Engagement Scheme												
EJ / SJ credentials pack												