

# Communications Grid

## Introduction and notes

The Communications Grid shows all external communications activity on a month-by-month basis. Content is arranged by week, and in three columns with space for notes.

	Digital marketing	Internal Content	External Content	Notes
Week number	Summary of all marketing activity on all channels, including social media, digital advertising and display advertising.	<p>This column details content for which we are wholly responsible, such as newsletters, SoMe content, and marketing activity.</p> <p>This column will grow rapidly as we move closer to the event.</p>	<p>This column details content for which there are external dependencies, such as sponsor content or notable dates where our content will reflect international themes – such as International Women’s Day.</p>	Relevant additional information.

The Grid will be reviewed in the first week of each month and an updated version circulated.

Two additional communications plans are referenced in the Grid: the **Event Communications Plan** and the **Incident Communications Plan**:

**Event Communications Plan:** This is a highly detailed, hour-by-hour plan for external communications during ‘Event Live’ from 11-22 August. The ECP can be found on Sharepoint and is reviewed regularly.

**Incident Communications Plan:** This details how the Copenhagen 2021 Communications Team (including volunteers) will respond to incidents (such as safety incidents or evacuations) during the event. The ICP will be finalised in June.

Please note that the Grid is an internal document. It can be shared with key external partners (such as a municipality, or licensing body) but this is on the understanding that it is not shared further and it is not for publication.

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# Communications Grid

## June 2021

	Digital marketing	Internal Content	External Content	Notes
Week 1	<ul style="list-style-type: none"> <li>EuroGames campaign landing page               <ul style="list-style-type: none"> <li>Europe and USA, Canada, Israel</li> <li>Interest in LGBT-related tags AND a sport-related tag</li> <li>DKK5,000 budget</li> </ul> </li> <li>Paid promo of SLC / HRC</li> <li>DK awareness campaign (START film)               <ul style="list-style-type: none"> <li>FB/IG/TW, Denmark only</li> <li>Interest in any LGBT topic</li> <li>DKK2,000 budget</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Start of 'Pride Month' internationally</li> <li>Podcast #21: Jalal &amp; Mie interview</li> <li>Partnerships Newsletter</li> <li>Launch of Workplace Inclusion Day registration</li> <li>Launch of Sports Scholarship applications</li> <li>Virtual Press Briefing</li> <li>Webinars for Pride Organisers</li> </ul>	<ul style="list-style-type: none"> <li>Global Day of Parents (1)</li> </ul>	<ul style="list-style-type: none"> <li>Denmark Constitution Day (5)</li> <li>Sweden National Day (6)</li> </ul>
Week 2	<ul style="list-style-type: none"> <li>EuroGames campaign landing page               <ul style="list-style-type: none"> <li>Europe and USA, Canada, Israel</li> <li>Interest in LGBT-related tags AND a specific sports (awaiting confirmation)</li> <li>DKK5,000 budget</li> </ul> </li> <li>Paid promo of SLC / HRC</li> <li>DK awareness campaign (START film)               <ul style="list-style-type: none"> <li>FB/IG/TW, Denmark only</li> <li>Interest in any LGBT topic</li> <li>DKK2,000 budget</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Human Rights Forum host announcement</li> <li>Podcast #22: Theo X interview</li> <li>End of Human Rights Scholarship applications</li> <li>Second hummel drop</li> <li>PR Flügger benches</li> <li>Somserby partnership announcement</li> <li>Launch of A Game Above venue decoration packs</li> <li>Launch of Tunnelbear VPN applications</li> </ul>	<ul style="list-style-type: none"> <li>Anniversary of registered partnerships law (1989) and equal marriage (2012) (7)</li> <li>Euro2020 in Copenhagen (11/06-17/06)</li> <li>Anniversary of the attack at Pulse Nightclub, Orlando (2016) (12)</li> </ul>	
Week 3	<ul style="list-style-type: none"> <li>EuroGames campaign landing page               <ul style="list-style-type: none"> <li>As above but also using retargeting pixel to reach previous visitors</li> <li>DKK7,000 budget</li> </ul> </li> <li>DK awareness campaign               <ul style="list-style-type: none"> <li>FB: Promoting FB events</li> <li>IG/TW: App downloads</li> <li>DKK1,500 budget</li> </ul> </li> <li>Paid promo of SLC / HRC</li> </ul>	<ul style="list-style-type: none"> <li>Podcast #23: Jakob Fauerby interview</li> </ul>	<ul style="list-style-type: none"> <li>Euro2020 in Copenhagen (until 17/06)</li> <li>World Refugee Day (20)</li> </ul>	
Week 4	<ul style="list-style-type: none"> <li>EuroGames final registrations (image carousel)               <ul style="list-style-type: none"> <li>All channels</li> <li>Retargeting, plus focus on key sports</li> <li>DKK10,000 budget</li> </ul> </li> <li>General               <ul style="list-style-type: none"> <li>All channels</li> <li>Ticketing for events</li> <li>Digital delivery</li> <li>DKK 2,500 budget</li> </ul> </li> <li>Paid promo of SLC / HRC</li> </ul>	<ul style="list-style-type: none"> <li>50 days to go (23)</li> <li>June Newsletter</li> <li>Podcast #24: EuroGames athletes</li> <li>Third and final hummel drop</li> <li>PR for AllOut exhibition in WorldPride Square</li> <li>PR for About Time film (launch next week)</li> <li>Press trip (29/06-01/07)</li> <li>Final partnership announcements</li> </ul>	<ul style="list-style-type: none"> <li>Stonewall anniversary (27)</li> <li>Lots of major Prides this weekend</li> <li>Our digital ad running at Oslo Pride</li> </ul>	<ul style="list-style-type: none"> <li>Review Event Communications Plan and Incident Communications Plan</li> </ul>

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## July 2021

	Digital marketing	Internal Content	External Content	Notes
Week 1	<ul style="list-style-type: none"> <li>EuroGames final registrations (image carousel)               <ul style="list-style-type: none"> <li>All channels</li> <li>Retargeting, plus focus on key sports</li> <li>DKK10,000 budget</li> </ul> </li> <li>General               <ul style="list-style-type: none"> <li>All channels</li> <li>Ticketing for events</li> <li>Digital delivery</li> <li>DKK 2,500 budget</li> </ul> </li> <li>Final registrations for conferences</li> </ul>	<ul style="list-style-type: none"> <li>Artist announcements for 19/08 (Under the Rainbow) (1/7)</li> <li>Wristbands on sale (1/7)</li> <li>Launch of <i>About Time</i> film at Korea Queer Film Festival (4/7)</li> <li>Registrations for WorldPride Marches (TBC)</li> <li>Podcast #25: LGBT Asylum</li> <li>Partnerships Newsletter</li> <li>EuroGames registration closes next week (12)</li> <li>12-page events supplement in CPH Post</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	
Week 2	<ul style="list-style-type: none"> <li>#YouAreIncluded campaign (targets based on current performance, budget from Facebook grant)</li> <li>Final registrations for conferences</li> </ul>	<ul style="list-style-type: none"> <li>Artist announcement for 20/08 (Drag) (8/7)</li> <li>Launch of athlete profiles in the app</li> <li>Podcast #26: TBC</li> <li>Weekly newsletter #1</li> <li>EuroGames registration closes (12)</li> <li>Launch of Somersby campaign song IAWIA</li> </ul>	<ul style="list-style-type: none"> <li>International Non-Binary Day (14)</li> <li>METU Pride trial (16)</li> </ul>	
Week 3	<ul style="list-style-type: none"> <li>#YouAreIncluded campaign (targets based on current performance, budget from Facebook grant)</li> </ul>	<ul style="list-style-type: none"> <li>15/7: Artist announcements for 21/08 (Closing Ceremony)</li> <li>Launch of Copenhagen 2021 Guide (digital version in English)</li> <li>Podcast #27: Drag</li> <li>Weekly newsletter #2</li> <li>Final reminders for accreditation applications</li> </ul>	<ul style="list-style-type: none"> <li>International Drag Day</li> <li>Tokyo Olympics (23 – 8 Aug)</li> </ul>	
Week 4	<ul style="list-style-type: none"> <li>#YouAreIncluded campaign (targets based on current performance, budget from Facebook grant)</li> </ul>	<ul style="list-style-type: none"> <li>Podcast #28: 10 places you shouldn't miss in CPH</li> <li>Weekly newsletter #3</li> </ul>	<ul style="list-style-type: none"> <li>World Hepatitis Day (28)</li> <li>World Day Against Trafficking in Persons (30)</li> </ul>	<ul style="list-style-type: none"> <li>Final review of Event and Incident Communications Plans</li> </ul>

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## August 2021

	Digital marketing	Internal Content	External Content	Notes
Week 1	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>• August is here!</li> <li>• Weekly newsletter #4</li> <li>• Podcast #29: Last minute tips for your trip</li> <li>• Main Official Partners promotion</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>• International Day of the World's Indigenous Peoples (9)</li> </ul>
Week 2	<p><b>EVENT LIVE</b></p> <p>Please refer to Event Communications Plan on Sharepoint!</p>			
Week 3				
Week 4	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>• Sharing coverage on all channels</li> <li>• Podcast #30: Highlights</li> <li>• Highlights newsletter</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	