WK 1

WEEK ONE AGENDA:

1. **3 DAYS PRIOR** - SEND THE PRESELECTED ARTICLE TOPICS TO MEMBERS
2. DISCUSS TARGETED ARTICLE TOPICS AND VOLUNTEER CONTRIBUTORS (3 TO 5 PER ARTICLE)
3. ANNOUNCEMENTS OF UPCOMING EVENTS
4. POST UPCOMING EVENTS ON KNOXB2B EVENTS PAGE (ADMIN & CONTRIBUTORS)
5. REFERRAL OPPORTUNITY & ACTIVITY (LEAD GENERATION)
6. REVIEW SITE ACTIVITY / ANALYTICS
7. MEMBER HIGH POINTS, RECRUITMENT UPDATE FOR THE GROUP

ARTICLE TOPIC	CATEGORY	CONTRIBUTOR	DEADLINE

TYPES OF CONTENT CREATION: ARTICLE, EMAIL CAMPAIGN, LANDING PAGE, PODCAST, VIDEO, INTERVIEW, INFOGRAPHIC

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