

Demystifying

AA World Service's **COMPREHENSIVE MEDIA PLAN**

A strategic plan to connect and communicate A.A.'s program of recovery in the spaces we occupy.

- A free online event hosted by Area 83, Eastern Ontario
- A four-part series of panel discussions with General Service Office staff and those working with the plan
- English-French Interpretation will be provided
- To Register please visit: [Registration-Demystifying CMP](#)
Meeting codes will be sent later in an email



Wednesdays
7:00-8:30 EST

November 16

"Carrying the Message"
An Introduction to the
Comprehensive media
plan

November 23

"Is A.A. Advertising?"
Google Grants & More

November 30

"A.A. on Social Media"
LinkedIn, Instagram
& YouTube

December 7

**"Apps, Websites, &
Content Creation"**