

PAR EDITORIAL PLANNER 2021



TOPIC	MONTH	TOPIC	MONTH
REVENUE STRATEGY 2021	January	USING KPIS AND DATA	July
CREATING ASSOCIATION PROGRAMS & PRODUCTS	February	PARTNER/AFFINITY PROGRAMS	August
SKILLSET: INCREASING BOTTOM LINES	March	MARKETING FOR BUSINESS	September
VALUE PROPOSITIONS	April	BUDGETS AND FORECASTING	October
EVERYONE IS IN SALES: TEAMS & LEADERSHIP	May	ABOVE AND BEYOND AWARDS: GREAT ASSOCIATION PROGRAMS AND PARTNERSHIPS	November
SELLING EVENTS IN 2021	June	LEARNING FROM HIGH PERFORMERS	December

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

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

■ PAR E-Newsletter
 ■ PAR Webcast
 ■ PAR Revenue Renegades

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