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Weekly Activities Report

Client: Sky Zone

Reporting Period: May 4-8, 2026

Prepared By: A. Wareness, Axia Public Relations

1. What We Accomplished This Week

Media Outreach:

- Sent press releases to 15 targeted media outlets.
- Secured three media placements in "Local News Today," "Family Fun Times," and "Healthy Living Magazine."

Content Creation:

- Developed and published two blog posts titled "Top 5 Birthday Party Ideas at SkyZone" and "How SkyZone Promotes Physical Fitness."
- Created 10 social media posts, resulting in a 20% increase in engagement on Instagram and Facebook.

Event Planning:

- Finalized logistics for the SkyZone Summer Kickoff event.
- Confirmed 25 attendees for the event, including local influencers and media representatives.

Campaign Performance:

- Monitored and reported on the "Jump into Summer" campaign performance.
- Achieved a 15% increase in website traffic and a 10% boost in online bookings.

2. What We're Working On Next Week

Media Outreach:

- Continue pitching stories to regional family and lifestyle publications.
- Schedule interviews with two targeted journalists from "Fitness First" and "Parenting Weekly."

Content Creation:

- Write and design three new blog posts on "SkyZone Safety Measures," "Upcoming SkyZone Events," and "Customer Testimonials."
- Develop a content calendar for July.

Event Planning:

- Finalize event details for the SkyZone Summer Kickoff event.
- Coordinate with vendors and stakeholders for event execution on June 15, 2026.



Campaign Management:

- Launch the "Back to School Bash" campaign.
- Track and analyze campaign performance metrics, focusing on social media engagement and online bookings.

3. What We Need From You

Approval Needed:

- Approval on the draft of the "Back to School Bash" press release.
- Feedback on the proposed July content calendar.

Information Required:

- Provide additional details for the SkyZone Summer Kickoff event, such as final attendee list and special requirements.
- Update us on any new safety protocols or guidelines to include in the upcoming blog post.

Meeting Requests:

Schedule a call to discuss the "Back to School Bash" campaign strategy and promotional plan.

Notes:

- Please review the attached documents for more details on this week's accomplishments and next week's plans.
- Feel free to reach out with any questions or additional requests.

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