***8 to 12 weeks prior to event***

Promotion Planning

* + Determine ideal Event Launch date (at least 4 weeks prior to event date; ideally 6-8 weeks). This is the date that your promotional materials will roll out & registration goes live.
  + Use the Event Promotion Intake form to gather your thoughts & event details
  + Meet with Meredith & develop event promotion strategy
  + Determine timeline for production & approval of promotional materials.

*Additional time is required for some items. For instance, if an event description must be written, additional time is needed to draft and approve the description before production of digital materials like a web page can be completed.*

* + - Digital materials (webpage, social media graphic, pdf of bulletin insert): *minimum production time of 2 weeks before event launch*
    - Copywriting (title, blurb) or logo/graphic: *add 1-2 weeks*
    - Eventbrite setup: *add 1 week*
    - Mailing/materials sent out-of-house for printing: *add 2 weeks*

***1 week prior to event launch/ 5 to 9 weeks prior to event***

Final Materials Approval

* Event organizer reviews and approves all promotional materials prior to Event Launch

***4 to 8 weeks prior to event:***

Event Launch

* Event registration opens
* Targeted e-mail goes out
* Printed mailing goes out (additional lead time of 2 weeks needed)
* Press release
* Listing in *The Messenger* and social media promotion from Event Launch through Last Call

***1 to 7 days prior to event:***

Last Call!

* Targeted e-mail (if needed to boost registrations) (1-2 days before event registration closes)
* Press tip (1-2 days before event)