**Timeline Template**

Finally, you will want to develop a timeline to ensure that your marketing and promotions efforts stay on track. Advertisement development may take several weeks, and a social media campaign should begin several months in advance of your event. Below, you will find a Timeline Template that you may want to use in planning your marketing and promotion plan. Feel free to make changes to suit your needs and budget.

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| **TIME** | **ACTIVITIES** |
| 6 months before event | Identify your target audience.  Create marketing and promotion plan.  Create social media accounts/website.  Develop a plan to update social media/website frequently. |
| 5 months before event | Contact companies with non-traditional advertisement products.  Update social media accounts/website. |
| 4 months before event | Contact sign companies or other vendors about production of any signage or promotional items that you might need for your event  Update social media accounts/website. |
| 3 months before event | Meet with graphic designer, sign companies or other vendors to design your signage or promotional items.  Update social media accounts/website. |
| 2 months before event | Order signage and promotional items.  Research advertisement requirements with local media outlets. Contact advertising representatives.  Submit your event to all public event calendars.  Update social media accounts/website. |
| 1 month before event | Install signage.  Work with graphic designer or advertising representative to create ads.  Send out e-blast or direct mail piece inviting people to attend your event.  Update social media accounts/website. |
| 3 weeks before event | Place order for advertisements.  Send out follow-up e-blast or direct mail piece inviting people to attend your event.  Update social media accounts/website. |
| 2 weeks before event | Send out follow-up e-blast or direct mail piece inviting people to attend your event.  Update social media accounts/website. |
| 1 week before event | Send out follow-up e-blast or direct mail piece inviting people to attend your event.  Update social media accounts/website. |
| Day of event | Update social media accounts/website.  Set up a media relations area of your event to greet media and conduct interviews. |
| Day after event | Send out press release of event highlights to media outlets.  Update social media and/or websites to show event highlights, thank participants and invite people to your next Odyssey event. |