

Standard Operating Procedure (SOP)

Event Marketing, Communications, and Promotions Timeline

This SOP provides a detailed **event marketing, communications, and promotions timeline** to ensure structured planning and execution of promotional activities. It covers key phases including initial strategy development, content creation, media outreach, social media campaigns, and post-event follow-up communications. The timeline coordinates tasks to maximize audience engagement and optimize event visibility, ensuring all marketing efforts are aligned with event goals and deadlines.

1. Pre-Event Phase

Timeframe	Activities	Responsible
10-12 Weeks Prior	<ul style="list-style-type: none">Define event objectives, target audience, and key messagesDevelop marketing and communications planCreate event branding and visual assetsOutline content strategy and communication channels	Marketing Lead, Event Coordinator
8-10 Weeks Prior	<ul style="list-style-type: none">Draft key content: press releases, emails, website/event page copySet up registration platform and trackingCreate promotional calendarIdentify media partners, sponsors, and influencers	Content Specialist, PR Lead
6-8 Weeks Prior	<ul style="list-style-type: none">Launch event webpage and ticket sales/registrationAnnounce event on official channels (website, social media, newsletters)Distribute “Save the Date” to mailing listEngage media and publish first press release	Web Admin, Communications Coordinator

2. Lead-Up Promotion Phase

Timeframe	Activities	Responsible
4-6 Weeks Prior	<ul style="list-style-type: none">Execute scheduled social media posts and email campaignsShare speaker/performer announcementsEngage with key partners and stakeholders for co-promotionsMonitor registrations and engagement metrics	Social Media Manager, Partnership Manager
2-4 Weeks Prior	<ul style="list-style-type: none">Run paid ad campaigns (if applicable)Continue regular email and social content blastsHighlight sessions, topics, or event featuresShare attendee testimonials or past event highlights	Social Media Manager, Content Specialist
1 Week Prior	<ul style="list-style-type: none">Send reminder emails to registered participantsShare final event countdown and logistics updatesCoordinate onsite promotion materials (banners, signage, etc.)	Event Coordinator, Communications Team

3. Event Execution Phase

Timeframe	Activities	Responsible
Event Day	<ul style="list-style-type: none">• Live social media coverage and updates (photos, video, stories)• Engage attendees with live polls, hashtags, and contests• Collect participant feedback (digital or print forms)• Coordinate with media/reporters on-site	Social Team, Event Staff, PR Lead

4. Post-Event Phase

Timeframe	Activities	Responsible
1-3 Days After	<ul style="list-style-type: none">• Thank-you emails to attendees, speakers, and partners• Share event highlights, photos, and key outcomes on all channels• Send post-event press release	Communications Coordinator, PR Lead
1-2 Weeks After	<ul style="list-style-type: none">• Distribute event recordings or recap materials• Analyze event and campaign performance (KPIs, ROI, feedback)• Conduct debrief meeting with team• Document lessons learned for future events	Marketing Lead, Analyst, Project Manager

5. Document Control

- **SOP Owner:** [Name/Role]
- **Last Updated:** [Date]
- **Approved By:** [Name/Role]
- **Next Review Date:** [Date]