

| Communications Team Responsibilities                      | Timeline                      |
|---|-------------------------------|
| Develop communication strategy and timeline               | 6-8 weeks before event        |
| Design promotional materials (flyers, posters, etc.)      | 6 weeks before event          |
| Coordinate with media outlets for press coverage          | 4 weeks before event          |
| Launch advertising campaign (social media, local media)   | 4 weeks before event          |
| Social Media Outreach                                     |                               |
| Create and schedule social media posts                    | 4-6 weeks before event        |
| Monitor engagement and respond to inquiries               | Throughout promotional period |
| Boost posts and run targeted ads                          | 2 weeks before event          |
| Analyze engagement metrics (social media, ad performance) | Immediately after event       |
| Evaluate the success of communication efforts             | Within two weeks after event  |

