Open Registration MARKETING TIMELINE

TIER 1

EARLY BIRD REGISTRATION OPENS

STEP 1 DAY OF

EB Now Open Video (shareable online) SM Email

STEP 2 2 WEEKS(after EB Open)

EB Connect

- SM
- Email

step 3 4 WEEKS

Email

EB Closing Soon SM

- EB CLOSED GENERAL REGISTRATION

OPEN

step 4 next 4 MONTHS

Over the next 4 months leading up to the conference the following will be posted/shared:

- Video
- Conference Testimony
- Keynote Speaker Promo
- Breakout Promo

STEP 5

ADD ON

If the conference is not sold out by end of the listed promotions the communications team will build out extra marketing for your event at the conference budget's expense.

CONFERENCE

OPEN REGISTRATION MARKETING

This timeline is based on the months after Early Bird Registration has opened and leading up to the conference. *all marketing is produced by the communications team and paid for by the conference budget*