

Winter Seasonal Event Promotion Roadmap

Phase	Milestones	Owner	Timeline
Planning	<ul style="list-style-type: none">Define event objectivesSet budgetChoose partners & vendorsSelect event dates	Event Team	Oct 1 - Oct 15
Creative & Content	<ul style="list-style-type: none">Create event brandingDesign marketing materialsDevelop social media plan	Marketing	Oct 16 - Oct 31
Promotion Launch	<ul style="list-style-type: none">Announce event on websiteDistribute email newslettersRun social media teasers	Marketing	Nov 1 - Nov 14
Active Promotion	<ul style="list-style-type: none">Influencer collaborationsCommunity engagement campaignsPaid advertising	Marketing	Nov 15 - Dec 10
Event Execution	<ul style="list-style-type: none">Onsite/online event launchLive updates on social media	Event Team	Dec 11 - Dec 20
Wrap Up & Evaluation	<ul style="list-style-type: none">Collect feedbackAnalyze performanceShare post-event contentPrepare final report	All Teams	Dec 21 - Dec 31