

Winter Seasonal Event Promotion Roadmap

Phase	Milestones	Owner	Timeline
Planning	<ul style="list-style-type: none"><li>Define event objectives</li><li>Set budget</li><li>Choose partners &amp; vendors</li><li>Select event dates</li></ul>	Event Team	Oct 1 - Oct 15
Creative & Content	<ul style="list-style-type: none"><li>Create event branding</li><li>Design marketing materials</li><li>Develop social media plan</li></ul>	Marketing	Oct 16 - Oct 31
Promotion Launch	<ul style="list-style-type: none"><li>Announce event on website</li><li>Distribute email newsletters</li><li>Run social media teasers</li></ul>	Marketing	Nov 1 - Nov 14
Active Promotion	<ul style="list-style-type: none"><li>Influencer collaborations</li><li>Community engagement campaigns</li><li>Paid advertising</li></ul>	Marketing	Nov 15 - Dec 10
Event Execution	<ul style="list-style-type: none"><li>Onsite/online event launch</li><li>Live updates on social media</li></ul>	Event Team	Dec 11 - Dec 20
Wrap Up & Evaluation	<ul style="list-style-type: none"><li>Collect feedback</li><li>Analyze performance</li><li>Share post-event content</li><li>Prepare final report</li></ul>	All Teams	Dec 21 - Dec 31