

Timing Matters: Comms & Promo Windows

Timelines shift with the seasons — here's a **more conservative estimate** for key communication and promo requests. These are **best estimates**, but vendor timelines can vary.

Comms Request Submission

Submit requests *before registration opens* (or promo starts if no reg needed):

- **3–6 weeks out** depending on season & request depth.
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Event Promotion Timeline

No Registration?

- Common on-campus events → Promo starts **2 weeks before** event
↳ **Comms Request due: 4 weeks prior**
 - Off-campus or paid events → Promo starts **3 weeks before**
↳ **Comms Request due: 5 weeks prior**
 - A-Level events → Promo starts **4–6 weeks before**
↳ **Comms Request due: 6–8 weeks prior**
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Creative Assets + Production

(Dependent on completed graphics. Clarity, quick feedback = faster turnaround.)

- **New Graphics** → 4–6 weeks (outsourced; 6 weeks safest)
 - **Promo Video** → **Minimum 6 weeks** (contracted product)
 - **Social Media** → Schedule a meeting **≥4 weeks** before post
 - **T-Shirts** → **Min. 2 months**
↳ Need time for design proofs, ministry feedback & 3–4 weeks for production/shipping
 - **Signage** → 4–5 weeks
 - **Worship Center Screens / Stage Announcements** → 4–5 weeks
↳ Stage announcements must hit **70–80% of audience**
 - **Bulletin / First Glance** → 3–4 weeks
↳ Prioritized if it hits **≥60% of adult audience**
 - **Handouts** → 3–4 weeks
↳ Dependent on graphic proof turnaround
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Bottom line:

 The earlier you submit + the clearer your direction = smoother, faster delivery.