

### Colchester City Carnival 2025

#### Detailed and Marketing and Operational Timeline

Prepared by Ven H Pannavamsa Thero for CDCN's Colchester City Carnival.  
Only for the use of CDCN Trustees.

#### Phase 1: Initial Planning, Strategy Development, and Community Engagement. (Feb 14 - Mar 17, 2025)

Activity	Media Channels	Description
<b>Strategic Development</b>	Internal Communications	Formulate overall marketing strategy and craft key messages and update website and medias
<b>Volunteer Recruitment Launch</b>	Social Media, Email Marketing	Launch campaign on platforms like Facebook, Instagram, and through email blasts.
<b>Sponsorship Outreach</b>	Direct Emails, Brochures	Reach out to targeted businesses with.
<b>Open Call for Parade Participation</b>	Social Media, Website	Use online platforms to invite parade float and entertainer submissions.

#### Phase 2: Marketing Campaign Rollout (Apr 1-30, 2025)

Activity	Media Channels	Description
<b>OZicial Event Announcement</b>	Press Release, Local TV/Radio,	Use local media for widespread announcement.
<b>Participation Highlight</b>	Social Media, Community Boards	Showcase parade elements on social platforms and local community boards.
<b>Social Media Campaign</b>	Facebook, Instagram, Twitter	Intensify campaign with engaging content and teasers.

#### Phase 3: Community Engagement (May 1-31, 2025)

Activity	Media Channels	Description
<b>Community Outreach</b>	Local Events, Workshops	Engage in local events, hold informational workshops.
<b>Closure of Submissions</b>	Website, Email	Announce the closure of submissions through the website and email reminders.
<b>Volunteer Training</b>	Reminders Online Webinars, Videos	Provide training through online resources.

**Phase 4: Promotional Activities Ramp-Up  
(Jun 1-30, 2025)**

<b>Activity</b>	<b>Media Channels</b>	<b>Description</b>
<b>Update Marketing Materials</b>	Print Media, Online Content	Refresh posters, flyers, and website content.
<b>Targeted Ad Campaigns</b>	Social Media Ads, Google Ads	Launch targeted online advertising campaigns.
<b>Physical Advertising</b>	Local Newspapers, Radio	Distribute flyers, engage in local newspaper and radio advertising.
<b>Pre-Event Reminders</b>	Email Marketing, Social Media	Send out reminders and updates via email and social platforms.
<b>Sponsorship networks</b>	Invite businesses to advertise within independent networks.	Provide advertising media packs to businesses to share amongst stakeholders.

**Phase 5: Final Engagement and Event Countdown (Jul 1-18, 2025)**

<b>Activity</b>	<b>Media Channels</b>	<b>Description</b>
<b>Final Promotional Push</b>	Outdoor Advertising, Influencer Marketing	Utilize billboards and collaborate with local influencers.
<b>Final Briefing and Updates</b>	Email, Internal Communications	Send final briefings and updates to volunteers and staZ.

## Phase 1: Initial Planning, Strategy Development, and Community Engagement

February -14, 2025

- **Strategic Development:** Initiate an in-depth formulation of the overall marketing strategy, encompassing key message crafting and target audience identification.
- **Volunteer Recruitment Launch:** Commence a robust recruitment campaign for volunteers and stewards, leveraging social media platforms, email blasts, and community notice boards to maximize outreach.

February 15 - March 17, 2025

- **Sponsorship Outreach:** Begin a planned outreach for sponsorships, targeting local businesses and organizations with tailored proposals that highlight mutual benefits.
- **Open Call for Parade Participation:** Officially open submissions for parade float entries and entertainment acts, inviting the Colchester public to contribute via an easily accessible online portal and strategically timed social media announcements.

## Phase 2: Marketing Campaign Rollout and Recruitment Intensification

April 1-7, 2025

- **Event Announcement:** Release an official press statement announcing the Colchester Carnival 2024, accentuating the call for volunteers, stewards, sponsorships, and parade participants.
- **Participation Highlight:** Begin highlighting the invitation for parade float entries and entertainment acts within the announcement, creating a sense of excitement and anticipation.

April 8-30, 2025

- **Social Media Campaign Intensification:** Escalate the social media campaign to a more engaging level, focusing on the widespread recruitment of participants and showcasing teasers of potential floats and entertainment acts.

## Phase 3: Community Engagement and Operational Readiness

May 1-14, 2025

- **Continued Outreach:** Persist in community engagement initiatives, including local visits and meetings, to emphasize the carnival's inclusive nature and the variety of participation opportunities available.
- **Information Sessions:** Conduct informative sessions about participation in floats and entertainment, ensuring clarity and enthusiasm amongst prospective participants.

May 15-31, 2025

- **Closure of Submissions:** Conclude the submission process for floats and entertainment entries to finalize the event lineup.
- **Volunteer and Steward Training:** Finalize volunteer and steward rosters and initiate comprehensive training sessions, equipping them with necessary skills and information for effective event management.

## Phase 4: Ramp-Up of Promotional Activities and Final Preparations

June 1-7, 2025

- **Marketing Material Update:** Update marketing materials to feature confirmed floats and entertainment acts, ensuring the public is informed about the exciting lineup.
- **Targeted Ad Campaigns:** Launch targeted social media ad campaigns, focusing on highlighting the carnival's attractions and community involvement.

June 8-21, 2025

- **Physical Advertising:** Commence distribution of well-designed flyers and posters and initiate local radio and newspaper advertising campaigns, showcasing community participation as a cornerstone of the carnival.

### June 22-30, 2025

- **Pre-Event Reminders:** Deploy strategic reminders via email and social media platforms, emphasizing the involvement of local talent and community members and building anticipation.

### Phase 5: Event Countdown and Final Engagement

#### July 1-6, 2025

- **Finalization of Schedules:** Complete all schedules and responsibilities for volunteers and participants, ensuring seamless coordination on the day of the event.
- **Final Promotional Drive:** Engage in a decisive promotional push across all channels, maximizing awareness and attendance.

#### July 7-18, 2025

- **Final Briefing:** Conduct a comprehensive final briefing session for all volunteers and participants, addressing any last-minute details and queries.

### Event Day: Real-Time Engagement and Coordination

#### July 19, 2025

- **On-Site Management:** Ensure real-time coordination with volunteers and stewards for smooth event management.
- **Live Social Media Updates:** Implement live updates across social media platforms, showcasing floats, entertainment, and capturing the essence of the carnival spirit.

### Post-Event: Acknowledgment, Feedback, and Analysis

#### July 20-31, 2025

- **Gratitude and Feedback Collection:** Send out heartfelt thank-you messages to all stakeholders and collect feedback, particularly from volunteers and participants.

#### August 1-17, 2025

- **Performance Analysis:** Conduct a thorough analysis of the event against predetermined KPIs, preparing an report on the carnival's success and areas for future enhancement.

## Colchester Carnival 2025

### Community Outreach Plan

#### 1. Community Outreach

- **Local Community Centres and Groups:** Partner with community centers, schools, and local groups to spread the word. Hold information sessions and workshops.
- **Door-to-Door Flyers:** Distribute flyers in residential areas, especially in neighbourhoods with lower participation rates.

#### 2. Media and Public Relations

- **Local Newspapers and Magazines:** Place advertisements and editorial content in local newspapers and community magazines.
- **Radio and Television:** Utilize local radio and TV stations for announcements and interviews.
- **Press Releases:** Send press releases to all local media outlets detailing the event and participation opportunities.

#### 3. Digital Marketing

- **Social Media Campaigns:** Use platforms like Facebook, Tic Tok and Instagram to reach diCerent demographics. Share engaging content like videos, posters, and participant testimonials.
- **Email Marketing:** Send out email blasts to your existing database with details on how to participate.
- **Website Pop-ups and Banners:** Feature information prominently on your website.

#### 4. Local Business Engagement

- **Shop Posters and Flyers:** Collaborate with local businesses to display posters and leave flyers at their premises.
- **Sponsorship Opportunities:** OCer local businesses the opportunity to sponsor a float or group in the parade.

#### 5. Public Spaces and Events

- **Fixtures and Public Notice Boards:** Use billboards and community notice boards for high visibility.
- **Local Markets and Events:** Set up booths at local markets and events to directly engage with the public.

#### 6. Incentives and Competitions

- **Contests:** Host contests for the best float design or walking group theme, with prizes to encourage participation.
- **Early Bird Incentives:** Provide incentives for early registration to boost initial sign-ups.

#### 7. Partnerships with Influential Community Members

- **Community Leaders:** Engage local community leaders and influencers to advocate for participation.
- **Local Celebrities or Personalities:** Get endorsements or participation commitments from local celebrities to generate excitement.

#### 8. Feedback and Engagement

- **Community Surveys:** Conduct surveys to understand barriers to participation and address them.
- **Interactive Q&A Sessions:** Host live Q&A sessions on social media or in community forums to answer queries and engage potential participants.

#### 9. Accessibility and Inclusion

- **Language and Accessibility:** Ensure outreach materials are in grade 5 standard language.
- **Support for Participants:** OCer assistance or resources for groups needing help in designing floats or costumes.

#### 10. Volunteer Ambassadors

- **Recruit Local Ambassadors:** Have dedicated volunteers to spread the word in their networks and neighbourhoods. Jess (stanway)

#### 11. Monitoring and Adjusting

- **Track Responses:** Monitor the response to diCerent outreach activities and adjust strategies accordingly.

**Action Plan****15<sup>th</sup> February to 17<sup>th</sup> March****Develop Marketing Strategies and Launch Volunteer Recruitment**

- **Marketing Team:**
  - Develop key marketing messages and strategies.
  - Design promotional materials (posters, flyers, social media posts).
- **Volunteer Coordinator:**
  - Prepare volunteer recruitment plan.
  - Create volunteer roles and descriptions.
- **Digital Team:**
  - Update the carnival website with a volunteer sign-up page.
  - Prepare online volunteer recruitment campaigns.

**Seek Sponsorships and Open Applications for Parade Participation**

- **Sponsorship Team:**
  - Identify potential sponsors and create sponsorship packages.
  - Begin outreach to local businesses for sponsorship opportunities.
- **Event Coordinators:**
  - Develop application forms for parade floats and entertainers.
  - Announce the opening of applications through various channels.
- **Communications Team:**
  - Prepare press releases and community announcements regarding sponsorships and participation applications.
  - Manage inquiries and provide information on participation and sponsorship.

### **Competition ideas to stimulate engagement:**

1. **Best Float Design Award**
  - o Categories: Most Creative, Best Theme Interpretation, Most Environmentally Friendly, Best Community Message.
  - o Incentives: Trophies, local media feature, free entry in next year's carnival.
2. **Costume Contest**
  - o Categories for diCerent age groups, best group costume, most innovative costume.
  - o Prizes could include gift vouchers, carnival merchandise, and local business sponsor gifts.
3. **Talent Show**
  - o Open for various talents like singing, dancing, magic, etc.
  - o Prizes: Cash awards, performance opportunities at local events, feature in local media.
4. **Photography Contest (Firstsite)**
  - o Theme: Capturing the Spirit of the Carnival.
  - o Winners could have their work exhibited locally and receive photography-related prizes.
5. **Local School Competition**
  - o Engage schools in creating art or performances related to the carnival theme.
  - o Prizes for schools could include grants or donations for school projects or equipment.
6. **Carnival-themed Art and Craft Contest**
  - o Open for all ages with diCerent categories.
  - o Prizes: Art supplies, vouchers for local art classes, feature in a local newspapers.