

Detailed and Marketing and Operational Time line

February -17, 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, leverage social media platforms, email blasts, and community notice boards to maximize outreach.

February 18 - March 24, 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 Roll-out and Recruitment Intensification

April 1-13, 2025

- **Event Announcement:** Release an official press statement announcing the Colchester Carnival 2025, 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 14-30, 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 1-18, 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 19-31, 2025

- **Closure of Submissions:** Conclude the submission process for floats and entertainment entries to finalize the event line-up.
- **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 1-8, 2025

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

June 9-21, 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 1-13, 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 13-18, 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: Acknowledgement, Feedback, and Analysis

July 21-31, 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.