# Communications Team Timeline for Entry Into Istanbul, With Budget Notes

Here is a sample tactical timeline for an expansion into a new market.

Some of the columns are only partially filled in; we wanted to give you a few ideas as you flesh out your own timeline.

Note that this timeline centers on a specific date—a physical launch in the new market. Take whatever approach makes sense for your means of entry.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | Activity | POC\* | Comments | Cost considerations\*\* |
| *Amount of time before or after launch*  *D−30 indicates 30 days before launch and D+30 indicates 30 days after launch* | *Description of the communications event* | *Person in charge of making sure this happens—person responsible, NOT necessarily accountable* | *Notes about the event* | *What this will cost—to be used in budgeting* |
| D−400 | Hire a cultural ambassador | Strategic communications manager | Hire a consultant to assist in building relationships and getting to know the new market | Hourly rate; look into three- or six-month contracts |
| D−360 | Establish relationships with government, communications, and media stakeholders |  | Travel to Turkey for seven days; liaise with the cultural ambassador | Airfare, lodging, per diem |
| D−270 | Verify and update strategy and tactics |  | Review strategy with Turkish partners (cultural ambassador or business partners) and agree on tactics |  |
| D−270 | Begin to organize face-to-face activities and events, including corporate social responsibility (CSR) event |  | Coordinate venues with Turkish partners |  |
| D−255 | Begin website development process |  | Coordinate with Turkish partners for translators and URLs | If you don't have an internal web developer, or that person doesn't have the time, hire a contractor |
| D−255 | Begin video and audio product development process for owned, shared, and earned media products |  | Create video and audio scripts and storyboards | Hire a writer for a month: 22 workdays, 8 hours a day = 176 hours; possibly $150 an hour |
| D−240 | Approve face-to-face venues and program outlines for face-to-face activities and events |  | Schedule leadership and other senior participants, including celebrity talent, as appropriate |  |
| D−230 | Outline F2F event social media tactics | Social media manager, internal media team lead |  |  |
| D−225 | Review draft scripts for all Wave 1 video and audio products |  | Coordinate with legal, marketing, and Turkish partners |  |
| D−220 | Review draft website wiring diagrams |  |  |  |
| D−215 | Sign contracts for venues |  |  | Rental and licensing fees |
| D−210 | Review swag recommendations |  |  |  |
| D−195 | Review second-draft scripts for Wave 1 video and audio products |  | Coordinate with legal, marketing, operations, and Turkish partners |  |
| D−180 | Contract with production companies for audio and video production |  | Contract with Turkish companies who know the legal and other requirements and can handle the logistics | Contract for camera person, audio person, producer in new market for 10 days of production with 24 or 48 hours of editing; depends on contract whether travel and per diem are paid for |
| D−180 | Approve website wiring diagrams and final scripts |  | Coordinate with legal, marketing, operations, and Turkish partners |  |
| D−180 | Order swag for events and activities |  |  |  |
| D−150 | Draft initial news release |  | Three releases: one to Turkey; one to United States; one to internal and stakeholders |  |
| D−150 | Produce video #1 |  | Video news release (for Turkey); use audio for podcast (US, internal, and Turkey) |  |
| D−135 | Approve initial news release |  | Three releases: one to Turkey; one to United States; one to internal and stakeholders |  |
| D−120 | Produce video #2 |  | Internal communication to inform current employees about the expansion and what it will mean for the company; use audio for podcast |  |
| D−120 | Produce video #3 |  | Internal communication to inform future Turkish employees about the expansion and their overseas partners; use audio for podcast |  |
| D−120 | Coordinate press tours |  | Satellite (D−89 and D−30): Coordinate with company providing the tour and the CEO | Hire a group to coordinate the satellite press tours |
| D−90 | Release initial press release, video #1 (for Turkey); video #2 (internal) | Media relations team lead |  |  |
| D−89 | Conduct satellite press tour (trade press) |  | Introduce company (CEO and operations chief); announce launch |  |
| D−88 | Develop social media (SM) #1 activities |  | Draft tweets and blog posts and Instagram imagery to support face-to-face events |  |
| D−75 | Draft crisis communications plan | Strategic communications manager | Plan for dark website and crises as appropriate |  |
| D−60 | Implement SM #1 activities |  | Tweet storm: What the new company means for Istanbul; Instagram: Imagery from new facility and job fairs (coordinate with Marketing, HR, Operations) |  |
| D−50 | Evaluate SM efforts |  | Look at data and gauge the success of what you've done |  |
| D−40 | Develop SM #2 activities |  | Based on your assessment |  |
| D−39 | Approve crisis communications plan | CEO | TBD after launch |  |
| D−30 | Conduct satellite media tour (local TV and radio) |  | Introduce company (CEO and operations chief); announce launch |  |
| D−30 | Implement SM #2 activities |  |  |  |
| D−30 | Release second news release |  |  |  |
| D−20 | Evaluate SM efforts |  |  |  |
| D−10 | Develop SM #3 activities |  |  |  |
| D−7 | Implement SM activities #3 |  |  |  |
| D−5 | Travel to Turkey (C-suite) | N/A | You might not have to do anything with this row or the one below it—you just want to keep track of these major events |  |
| D−0 | Corporate Launch Day | N/A |  |  |
| D−0 | Conduct press conference |  | In Turkey |  |
| D−0 | Release third news release |  | Announce today’s launch |  |
| D−0 | Implement SM #4 activities |  |  |  |
| D+1 | Release fourth news release |  | Announce yesterday’s launch |  |
| D+1 | Evaluate SM #4 activities |  |  |  |
| D+2 | Evaluate SM #4 activities |  |  |  |
| D+3 | Develop SM #5 activities |  |  |  |
| D+4 | Implement SM #5 activities |  | Continual evaluation and product updates; Tease CSR announcement |  |
| D+7 | Release fifth news release |  | CSR activities announcement |  |
| D+14 | CSR event |  |  |  |
| D+14 | Implement SM #6 activities |  | CSR event live coverage |  |
| D+21 | Release sixth news release |  | Trade press (US and Turkey); 30 days report |  |
| D+21 | Media advisory |  | For the press conference |  |
| D+30 | Implement SM #7 activities |  |  |  |
| D+30 | Press conference |  |  |  |
| D+60 | Release seventh news release |  | CSR event |  |
| D+60 | Implement SM #8 activities |  | CSR live event coverage |  |
| D+90 | Release eighth news release |  | Announce business results; coordinate with investor relations and marketing |  |

\*The POC, or point of contact, is the individual responsible for the work being done. This is not necessarily the individual or individuals doing the work.

\*\*Your Step 1 deliverable does not have to include cost considerations. In fact, this would *not* normally be part of a tactical timeline. The Cost considerations column is here for informational purposes only to help you once you start on your budget.