

PRINTED MATERIALS TIMELINE - SAMPLE

NAME OF EVENT

Day of Week, Date(s) and time

Location

INVITATION – Total design and production time 1.5 - 2 months (working days) from mail date

- ☐ 2-5 days

Planning

 - Determine invitation format
 - Finalize guest categories/list
 - All guest names/addresses submitted for mailing list production
 - Determine name of event/host information
 - Determine who is writing copy
 - Determine who is designer

- ☐ 5-8 days

Copy (final timing dependent on approvals and how many people need to review)

 - All finalized details to writer (1 day)
 - Write copy (1 day)
 - Review copy (1 day)
 - Changes per review (1 day)
 - Send copy to Campus Partner for review (1 days)
 - Revisions per Campus Partner's review (1 day)
 - Send back to Campus Partner for review (1 day)
 - Invitation copy finalized and approved (1 day)

- ☐ 12-21 days

Design and approvals (final timing dependent on approvals and how many people need to review)

 - All invitation and map info to Designer (1 day)
 - Design layout (2 days)
 - Review layout (1 day)
 - Changes per review (2 days)
 - Send layout to Campus Partner for review (1 day)
 - Revisions per Campus Partner's review (1 day)
 - Send back to Campus Partner for review (1 day)
 - Proofreading of invitation (1 day)
 - Invitation design finalized by Campus Partner and approved for review by Chancellor's Office (as appropriate) (2 days)
 - Send layout to Special Events & Protocol for Chancellor's Printed Materials Approval Process (as appropriate) (7 days)
 - Revisions per Approval Process review (1 day)
 - Invitation design finalized (1 day)

- ☐ 4-5 days

Determine postage rates and purchase
Release to Printer/Prep for Printing/Proof Review

 - Finalize artwork for printer (1 day)
 - Release artwork to printer (1 day)
 - Receive color proofs from printer to check for accuracy of color and content (2 days)
 - Approval of printer proofs (1 day)

- ☐ 5-10 days

Printing (depends on quantity and complexity of invitation and collation of materials)

- ☐ 1-2 days

Invitation package picked up from printer

- ❑ 1-2 days **Final proofing of addresses by Campus Partner
Delivered to mail house**
- ❑ 3-4 days **Process invitation mailing**
- ❑ 1 day **Mail invitation**
- ❑ 3-5 days **Guests receive invitations (6 weeks prior to event)**
- ❑ 2 weeks prior to event **RSVP due date**

PROGRAM – Total design and production time 1.5- 2 months from event date

- ❑ 2-5 days **Planning:**
 - Determine program format (double sided, folded, etc.)
- ❑ 6-10 days **Copy (final timing dependent on approvals and how many people need to review)**
 - All finalized details to writer (1 day)
 - Write copy (2 day)
 - Review copy (1 day)
 - Changes per review (1 day)
 - Send copy to Campus Partner for review (2 days)
 - Revisions per Campus Partner's review (1 day)
 - Send back to Campus Partner for review (1 day)
 - Program copy finalized and approved (1 day)
- ❑ 10-12 days **Design (final timing dependent on approvals and how many people need to review)**
 - All program info to Designer (1 day)
 - Design layout (3 days)
 - Review layout (1 day)
 - Changes per review (2 days)
 - Send layout to Campus Partner for review (1 day)
 - Revisions per Campus Partner's review (2 day)
 - Send back to Campus Partner for review (1 day)
 - Proofreading of program (1 day)
 - Program design finalized by Campus Partner and approved for review by Chancellor's Office (as appropriate) (2 days)
 - Send layout to Special Events & Protocol for Chancellor's Printed Materials Approval Process (as appropriate) (7 days)
 - Revisions per Approval Process review (1 day)
 - Program design finalized (1 day)
- ❑ 4-6 days **Release to Printer/Prep for Printing/Proof Review**
 - Proofreading of program (1 day)
 - Make proofreading changes and finalize artwork for printer (1 day)
 - Release artwork to printer (1 day)
 - Receive color proofs from printer to check for accuracy of color and content (2 days)
 - Approval of printer proofs (1 day)
- ❑ 5-10 days **Printing (depends on quantity and complexity of program)**
- ❑ 1-2 days **Program picked up from printer**