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| When | Audience | Method | Responsible | Done |
| 30 days before | Launch the website  | Social media and email  |  |  |
| 20 days before | Print promotional materials | Posters |  |  |
| 15 days before | Announce the judge or judges  | Facebook Live or other live video equivalent |  |  |
| 10 days before | Announce the mentors | Live videos on Facebook or equivalent |  |  |
| 1 day before | Event countdown | Social media  |  |  |
| Day of | Broadcast every detail about the event  | Social media |  |  |
| 1 day after | Announce the winnersand share memorable moments | Press release  |  |  |

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