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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 winners and share memorable moments | Press release |  |  |

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