

CONTENT SHARING

Materials and information are released to **staff** via internal communication channel(s).

Materials and information are released to **audience**.

CONTENT CREATION

Staff refers to **brand guidelines**.

Staff **creates** content based on event information.

COMMUNICATION

Contact Publicist with event materials.
-CC Director and AD on email

APPROVAL

NO

Event is not appropriate for audience.

YES

FINAL APPROVAL

YES

NO

More feedback required.

COMMUNICATION

Contact Publicist with final drafts.

FEEDBACK

Publicist provides feedback.

Staff **edits** content as necessary.

