COMMUNICATION TIMELINE

YEARS	G-7		G-6		G-5		G-4		G-3		G-2		G-1			G+1	
MONTHS	G -84	G -78	G -72	G -66	G -60	G -54	G -48	G -42	G -36	G -30	G -24	G -18	G -12	G -6	GAMES OPS	G +6	G +12
Announcement of Host City																	
Internal communications campaign																	
Rio 2016 Website new look launch																	
Partner/sponsor program																	
Airport promotional campaign																	
Community Outreach program																	
Construction awareness and education campaign																	
Establish Games vision																	
Days To Go countdown campaign events				2016 2016				1 000 1 000				500•400 500•400	1 year 1 year	200•100 200•100	1 month 1 month		
Games emblems announcements																	
Official poster program																	
Official site - main portal																	
Visitors program																	
Educational microsite																	
Brand protection campaign																	
Educational programs/campaign																	
International Inspiration program																	
Environment awareness and promotion campaign																	
Webstore section																	
Volunteer program launch																	
Accessibility campaign																	
Arrival of Olympic and Paralympic flag events																	