

# It's when you do it

Sometimes we are all about the how and why, and we forget about the when. When is just as important.

Timing can really make a difference in what you do. Yesterday, I watched a salesman be turned away by a restaurant manager because as she said "we are in the middle of lunch service." If your beat is restaurants, shouldn't you be aware of when is a good time to visit said restaurants? It seems logical that a restaurant will be busy during lunch and dinner. If you do nightclubs, you would not go after 9 p.m. Right?

The same idea applies to events. Plan your event for a time when people are able to attend. If you are trying to get busy professionals, perhaps daytime is not a good time. In busy places like Washington DC you can never really find a day that doesn't have an event already planned. You can't avoid all events, but you should avoid planning events too close to other similar events. For instance, a local medical organization may want to avoid planning an event on the same day as a local surgeon's meeting. There may be too much crossover.

Timing will affect how your message is received and whether its effective. If you invite people to an event with one day's notice, you are going to lose a lot of possible attendees. Similarly, publicizing an event too far in advance will guarantee people will forget about it.

Putting out a press release on a Friday is a good way to bury it, and in my opinion, doing it on Monday achieves the same result.

So next time you are busy planning a communication strategy or an event, go beyond the what, where, how and why and think about the when.

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