



# On the Horizon: Custom C&D's Q4 Blackout Period

If your client is considering items from the blackout list below, reach out to your consultant and get your project on the books **today** so you don't have to wait until after Q4.

Remember, our blackout period runs from **August 16 to November 15** this year. The following items will be unavailable during this time so our team can focus on Open Enrollment (OE) services:

- New web guides
- Branding
- Videos
- Wellness/Non-OE strategies
- Non-client projects

In addition, from **September 15 to November 7**, C&D consultants will not take on new client or new campaign calls.

**Friendly Reminder:** C&D works closely with the EB teams during OE, and we rely on your timely reviews to keep communication pieces moving and on time. This year, we're also introducing multiple scope options, based on client approval timing.

## **Plan A:** Client approves scope by the C&D deadline

Campaign will be created as outlined in the approved strategy.

## **Plan B:** Client approves scope after the C&D deadline

Due to the compressed timeline, C&D will provide an abbreviated version of the approved strategy. Results may include (but are not limited to):

- Essential guide updates only (such as IRS limits and plan changes)
- Content-free, editable email template instead of an embedded email
- A postcard in place of a more extensive home mailer

## **Plan C (new clients only):** New client approves scope less than a month before their Open Enrollment begins

The client will be defaulted to core for this OE.

**Note:** If desired, the original scope can be revisited after OE and the Custom C&D blackout period ends.