



Annual Q4 Custom Blackout Period

FAQs

What is the “Q4 Custom blackout period”?

Each year, from mid-August to mid-November, certain custom deliverables will be unavailable. This year, that means any custom requests not completed by **August 14** will be put on pause until **November 17**. Additionally, new client meetings will be put on hold beginning July 17.

Why does the custom C&D team have a blackout period?

We use the blackout period to limit non-Open Enrollment (OE) projects. OE is our busiest season, so we pour our focus into this important time for our clients. Maintaining the quality and integrity of client work is the top priority for the Custom C&D team, especially during OE.

Our team hunkers down and commits all of our energy, focus and precious sanity to the chaos of OE season. But hey, we’re all yours again starting **November 17!**

What exactly is included in the blackout list of deliverables?

Unavailable projects include:

- New client meetings
- New web guides
- New videos
- All branding
- All wellness/non-OE deliverables
- All non-client projects

What do I do if a new client needs deliverables during the blackout period?

The best thing you can do for yourself and your clients is to prepare. If your client is considering items from the blackout list, reach out to your consultant and get started today so you don’t have to wait until after Q4. Remember, we also have an array of Core C&D communications, including benefit guides, OE announcements and more, to help your clients get important information to their employees.

How does this affect my existing client’s communications?

If your existing client already has a web guide or videos, updates will still be in play during our blackout period. Any deliverables not listed on the aforementioned blackout list, such as benefit guides, home mailers, emails, etc., will also be worked on as usual for both new and renewal clients. **However, new clients must have already met with our team and approved their scope prior to the blackout to be included in our Q4 queue.** New client meetings will not be held after the blackout has commenced.

Can we start a new project, and then hit the “pause” button when the blackout period begins?

Yes! We can start on your project now, but once August 14 rolls around we will halt production. This is why we recommend you reach out to your consultant as early as possible with the details. Then, we will make every effort to complete your project prior to the start of your January 1 plan year.

Okay, but... can’t you make an exception, just this once?

Please reach out to Stacy Kuehler at Stacy.Kuehler@hubinternational.com for support and options.