



LIGHT'S OUT:

Understanding Custom C&D's Blackout Period

WHAT IS A BLACKOUT PERIOD?



During a pre-determined time frame each year, certain deliverables will be **unavailable**.

WHICH PROJECTS ARE INCLUDED?

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



WHY IS THERE A BLACKOUT PERIOD?



Maintaining the quality and integrity of client work is the **top priority** for the custom C&D team, especially during Open Enrollment (OE). To help us accomplish this during our busiest season, we use a blackout period to **limit non-OE projects** and focus on this important time for our clients.



WHEN IS THE BLACKOUT PERIOD?*

The blackout period runs from mid-August to mid-November each year. Any projects listed above that are not completed before the blackout period begins will be **put on pause** until the blackout period ends.

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



HOW 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.



As always, your **friendly neighborhood C&D team** is here to guide you and to help answer any questions, comments or concerns you may have.

You can reach us at communications@hubinternational.com or visit our website at www.orderhubcd.com

*Dates subject to change