

armãda timeline

We know that organising a trip can feel daunting, especially alongside everything else your committee is managing throughout the year.

To make the process as simple as possible, we have created a timeline showing what will happen, when you can expect it, and what your committee will need to do at each stage.

august - september 2026

○ contract signed

Once your committee has confirmed that you would like to run an armada trip, the agreement will be signed and your trip will officially be secured. This allows us to begin setting everything up behind the scenes and gives your committee plenty of time to prepare for launch.

○ account manager assigned

Your dedicated armada account manager will be your main point of contact throughout the planning process. They will guide your committee through each stage, answer any questions and help make sure everything stays on track.

○ booking pack

Your committee will receive a complete booking and marketing pack containing everything you need to successfully promote your armada trip. This will include key trip information, promotional guidance, social media assets, image and video content, important dates and useful resources for your committee.

○ promotion begins

It is time to start building excitement within your club and across campus. Your committee can begin teasing the trip through social media, society events and group chats before the official booking launch.





○ booking page created

We will build your society's dedicated booking page and send it across for approval. Once the committee has checked the trip details and signed everything off, the page will be ready for bookings to open.

october

○ trip launch

The big day is here!

Your trip will officially launch to your members, with the booking page live and your committee ready to promote it across all relevant channels. This is the key period for creating momentum, answering questions and encouraging members to secure their place.

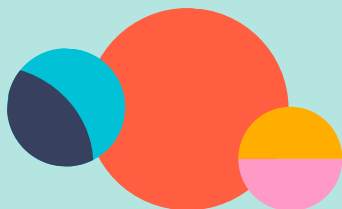
○ early booking promotion

The strongest interest often comes immediately after launch, so this is the time to keep the trip visible and offer early bird incentive. Your armada account manager will support your committee with promotional ideas, content and a 'early bird code' to help maintain excitement and drive bookings.

october – december

○ keep talking about the trip

Keep the momentum going with regular reminders, fresh content and plenty of reasons for members to get excited and secure their place.



january

○ second release

Where spaces are still available, a second release or additional promotional push may take place in January.

This gives members who missed the initial launch another opportunity to book and allows your committee to reach new members who joined later in the academic year.

february – april

○ passenger payments

Passengers will continue making payments in line with the agreed payment schedule. We will communicate key deadlines and provide your committee with updates so you know how bookings are progressing.

○ trip details confirmed

As bookings progress, the armada team will begin finalising the operational details of your trip, including confirming passenger numbers, fleet requirements and the arrangements needed to deliver the trip.

○ yacht allocations

Once final balances are paid, we'll ask the GL to confirm who will be sailing on each yacht

may – june

○ time to set sail!

All passengers will receive the essential information they need ahead of departure. Your committee and members can now set sail for an unforgettable week with armada.

