

## EVENT MARKETING PACK

# Welcome



First of all, we would like to say "Thank you!" for the opportunity to partner with you, your church, and your community. We are honored and excited for this event and we hope you are as well!

Building strong families and providing opportunities for the entire family to laugh and be encouraged together is extremely important to us. We are confident this is a value we share, and we want to do all we can to help you spread the word about this upcoming event in your community!

Of course, the most important thing that goes into making any event like this a success is prayer. Please know that we are already praying for this event. We pray that the right people would come, that God's will would be done, and that your community would be blessed through this event. We do hope that this event would be on your prayer list, and you may even consider forming a prayer team for the event.

Next is marketing the event. Marketing the event does not need to be difficult. Every year we have the privilege of being a part of over 100 different events. Through these experiences we have learned some simple strategies to spread the word and get your community excited about this event.

Overall, the more planned and talked about the event is the greater the rewards. With this in mind, we have created a complete Event Marketing Pack with everything you should need to "pack the house." Word of mouth is still the best form of advertising. And now, social media allows word of mouth to spread even more quickly! Included within the Event Marketing Pack is a Social Media Calendar to help you know exactly what to post, where to post it, and when. Simple emails and texts are also included to help make this as easy as possible. In short, all of the most complicated work has hopefully already been completed for you. Just print or post the materials and get people talking!

We definitely want to do all that we can to ensure the success of this event. Please feel free to call us anytime with any questions or thoughts. We are very much looking forward to partnering with you and making this an experience that will be a blessing to many families and create wonderful and long-lasting memories!

Blessings,  
David and Teesha Laflin

# Promotional Calendar

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## 6 Weeks Out (or as soon as the event is booked):

<u>Completed</u>	<u>Task</u>	<u>Notes</u>
	Connect with David to go through full marketing plan, strategy, and event information.	
	Get access to all files from David	
	Create website landing page and link for event registration on your church website (If applicable)	*This is the link you will send out for people to register and/or purchase tickets for the event. (if necessary) *Please make link as clean as possible. Link example: <a href="http://mychurchname.com/illusionist">mychurchname.com/illusionist</a>

## 4 Weeks Out:

<u>Completed</u>	<u>Task</u>	<u>Notes</u>
	Create A Facebook Event ***Communicate clear action step in description (Head to our website to grab your tickets)	*Use <a href="#">David Laflin Picture 1</a> for cover photo.
	Have your Lead Pastor make an announcement from the stage. ***Communicate clear action step in announcement (ex: Head to our website to grab your tickets)	*Start with why. Cast vision on why this event with David is bigger than just an event. This is a chance to reach people.
	Place event information in your bulletin and on-screen announcements, please keep the event information in these places through the day of the event.	*Please use <a href="#">David Laflin Picture 1</a> . (Everything has to look similar)
	Send an email to groups and/or church database with event information and registration link (See <a href="#">Manuscript Help Document</a> for example)	*Send this out midweek to remind from weekend. *Include link to register.

Please ensure that all communication about the event (emails, announcements, etc) clearly communicates appropriate next steps for attendees. This should be kept simple: **“Head to our website to grab your tickets.”**

### 3 Weeks Out:

<b>Completed</b>	<b>Task</b>	<b>Notes</b>
	Church/Organization pass out invite cards for people to give out to friends and family. ***These are separate from tickets. They are just cards with info about the event that church members can give or leave places.	*Even if they don't use them to invite, they will serve as a reminder of the event *Include <a href="#">David Laflin Picture 1</a> on invite
	Send out a text message to your church database reminding them of the event (See <a href="#">Manuscript Help Document</a> for example)	*Include link in the text *Send this out midweek
	Post about the event to your church social media accounts (Use <a href="#">David Laflin Picture 1</a> , See <a href="#">Manuscript Help Document</a> for Caption 1)	*Post midweek as a reminder from weekend announcements

**Note: Please use Picture 1 across all platforms to create similarity in the first 3-4 week range.**

### 2 Weeks Out:

<b>Completed</b>	<b>Task</b>	<b>Notes</b>
	*** (If Applicable) Start digital campaign on social media.	*Run campaign on social media, both Instagram and Facebook *Make sure action step or link is to tickets
	Have your Lead Pastor make an announcement from the stage. ***Communicate clear action step in announcement (ex: Head to our website to grab your tickets)	*Remember to cast vision about <i>why</i> this event matters but make that action step plain and clear.

	Post <a href="#">David Laflin Picture 2</a> to all social media accounts. (See Manuscript Help Document for Caption 2)	*Post midweek as a reminder from weekend announcements
	Post a video to social media accounts of lead pastor inviting everyone to join them for the event. (This is a face they are familiar with)	*The lead person is seen as an authority, their endorsement will go far!

**1 Week Out:**

<b>Completed</b>	<b>Task</b>	<b>Notes</b>
	Send out a final email about the event to your church database (See <a href="#">Manuscript help document</a> , email 2)	*Last Push *Action Step and Link clearly available
	Have your Lead Pastor make an announcement from the stage. ***Communicate clear action step in announcement (ex: Head to our website to grab your tickets)	*Remember to cast vision about <u>why</u> this event matters but make that action step plain and clear.
	Post <a href="#">David Laflin Picture 3</a> to all social media accounts ( <a href="#">See Manuscript Help Document</a> for Caption 3) or (David creates personal video addressing church and specific audience)	*Post Later in the week on Thursday or Friday

**Notes:**

1. The goal is to reach people physically, digitally, and personally.
  1. Example (stage announcement, instagram reminder, invite personally from friend)
2. We have found that no matter how much and how enthusiastically a Children’s and/or Family Pastor announces the event and says it is for the entire family, most of the time people will still assume it is just for kids or people with kids. When the Senior/Lead Pastor makes the announcement people are much more likely to tune in and understand that this event is really for everyone. An endorsement from your pastor is very important!

3. Action steps are key! Always call on the action step.
4. The majority of people do not read descriptions all the way through. Feel free to add a date to the picture using photoshop or other programs. Please send to me first for approval before posting or using on material, thank you!
5. **If possible, consider tracking how people hear about your event. You can do this on your website where people register for the event. This way, you can see what marketing was most successful!**