



EVENT PROMOTION

Planning, Promoting & Reporting Your Event

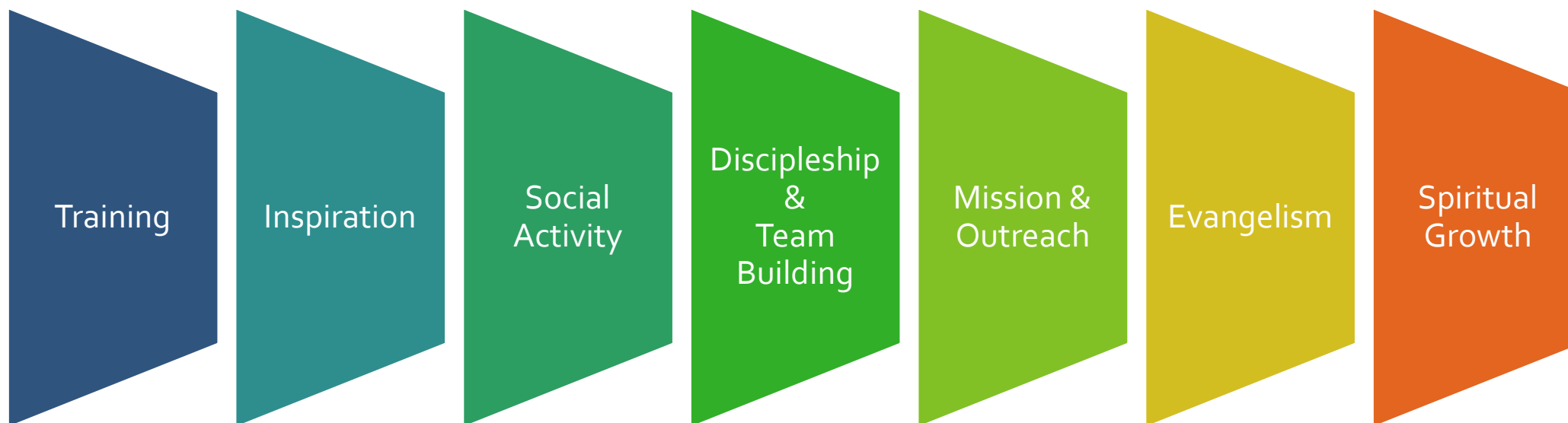
2017



Event Planning Process



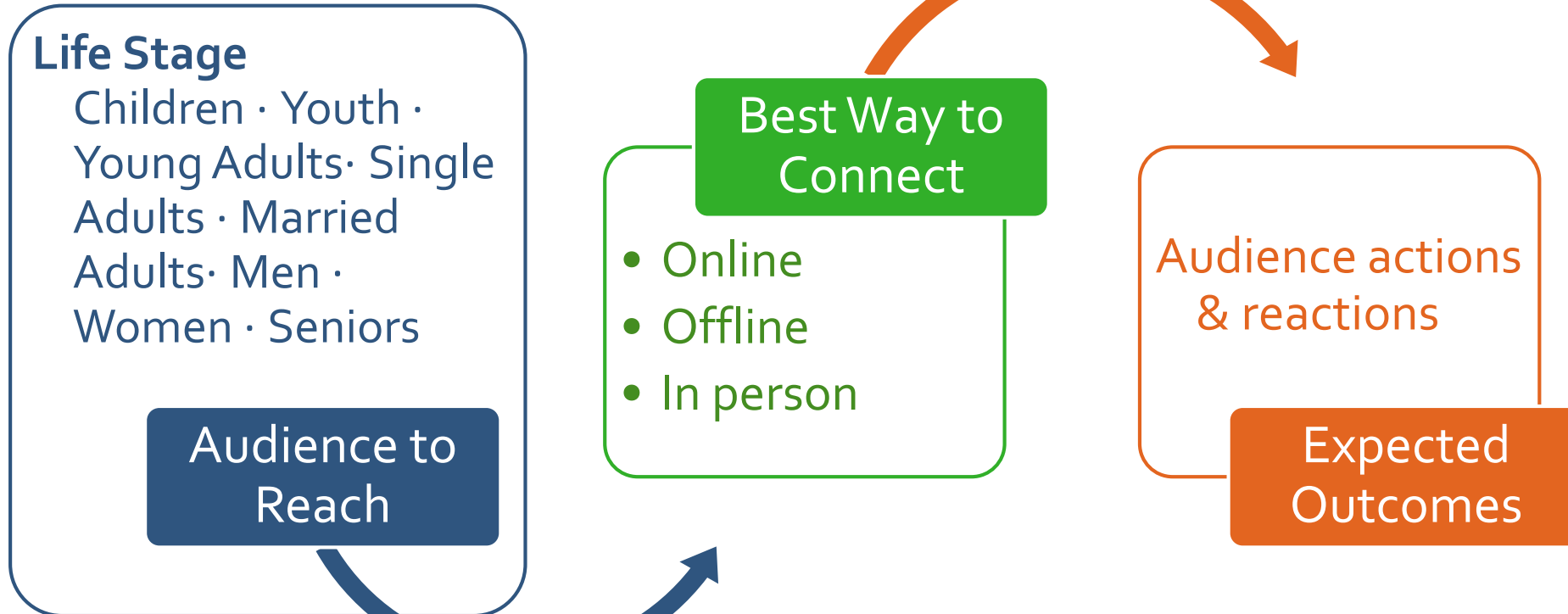
Event Purpose



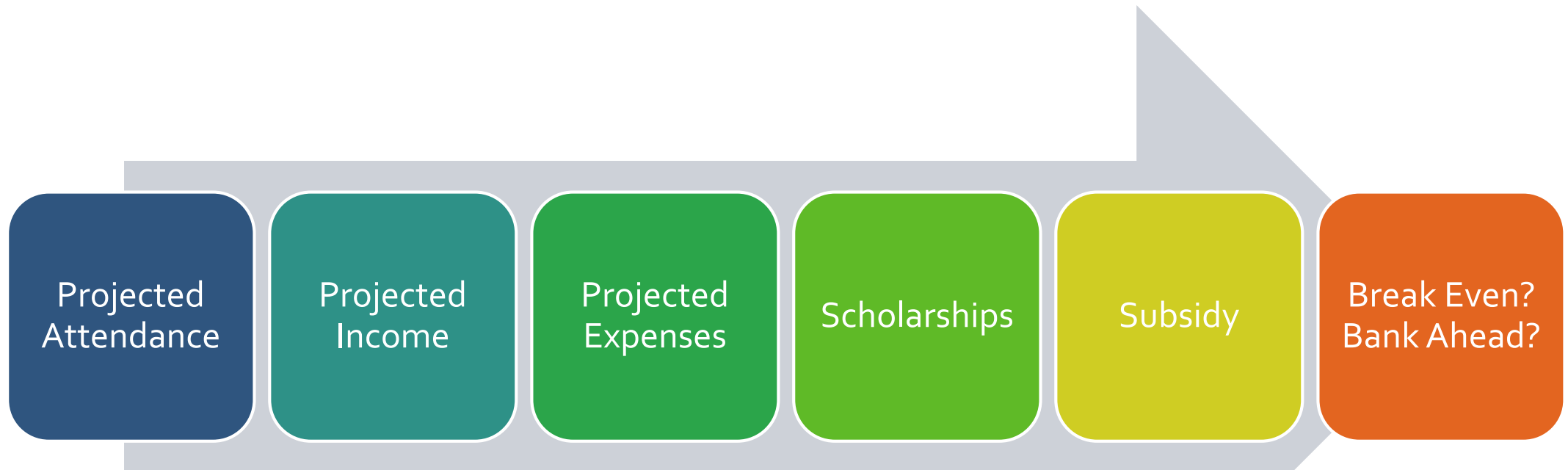
Choose one | Choose a few | Choose all



Target Audience



Budget Big Picture



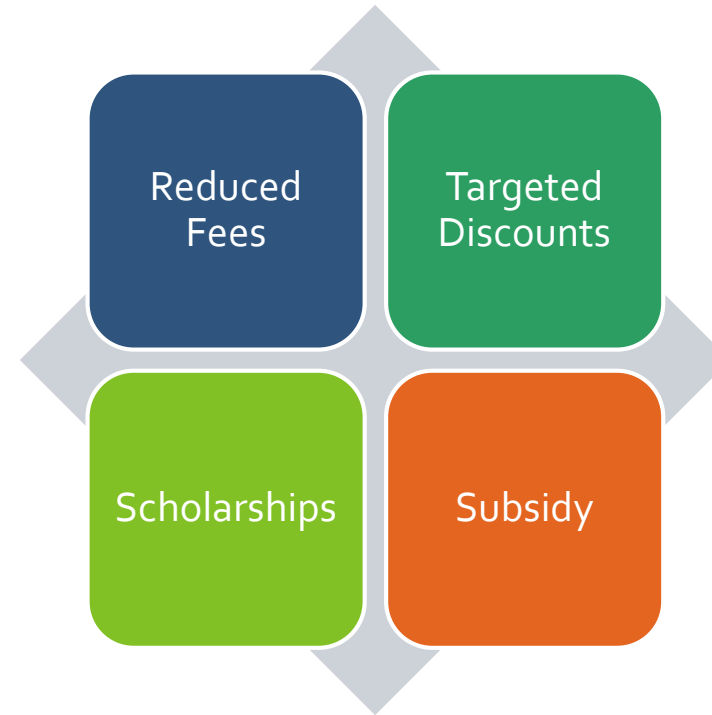
How many people need to attend and how much will they need to pay for you to “break even” or “bank ahead” with your event expenses?



Find Ways to Bring the Right Participants

Reality Check

Not everyone
can afford
your event



Budget Items

Venue fee

Speaker and musician fees

Transportation

Catering fees

A/V Media fees

Mailing and printing costs

Advertising fees

Material fees

Registration admin fees

Guest Gifts

Event Supplies



Eventbrite Ticket Fees

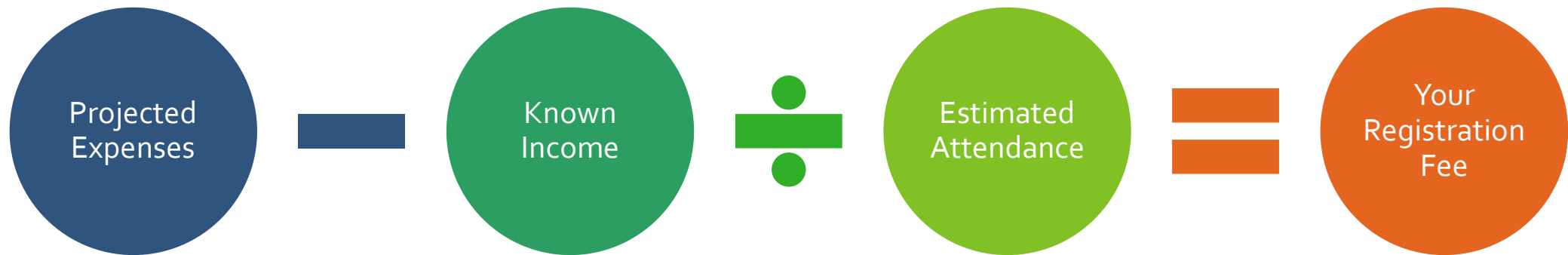
Washington Conference has a nonprofit account with Eventbrite.

Eventbrite offers multi-user access.
Request a login from the Communication department.

Ticket Price	Nonprofit Fee
Free	No charge
\$10.00	\$1.49
\$20.00	\$1.99
\$25.00	\$2.24
\$30.00	\$2.49
\$40.00	\$2.99
\$50.00	\$3.49
\$60.00	\$3.99
\$75.00	\$4.74
\$100.00	\$5.99
\$125.00	\$7.24
\$150.00	\$8.49
\$200.00	\$10.99

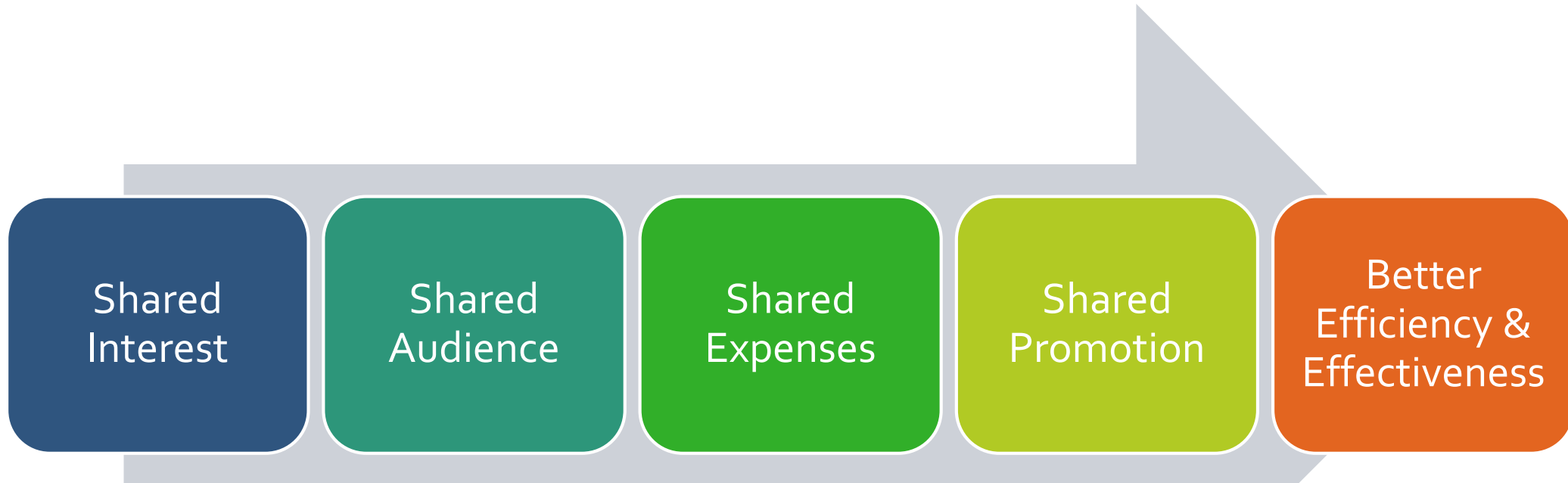


Registration Fee Formula



Plug your numbers into the [Event Pricing Worksheet!](#)

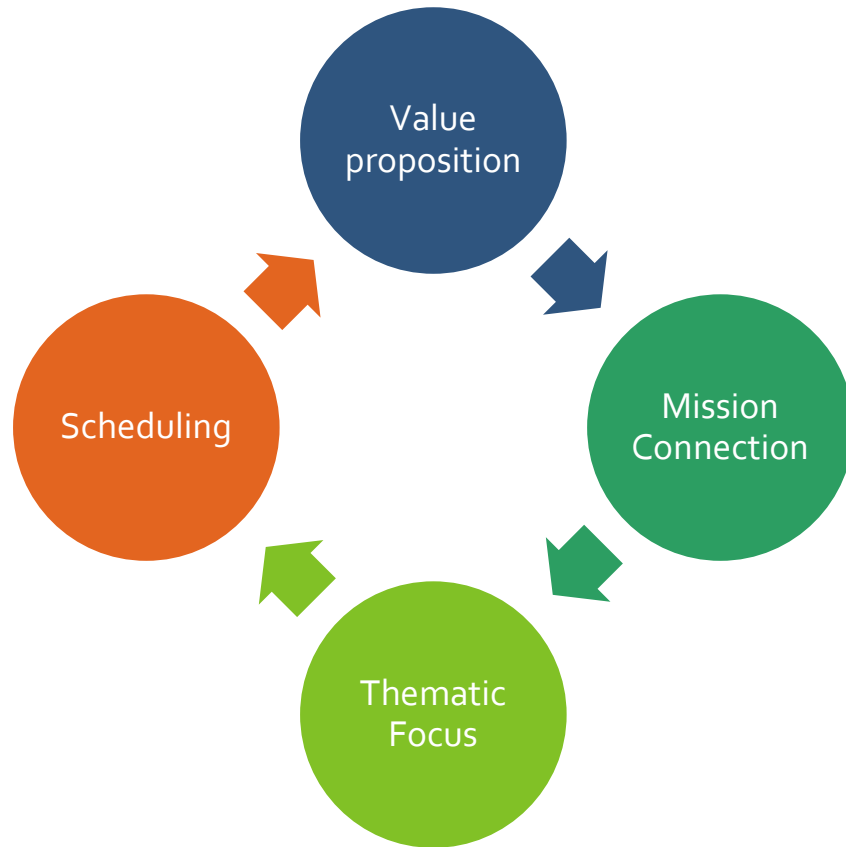
Ministry Partnerships



Find ways to work better together!



Create a Great Agenda



Make this an event worth attending.

TASK: Write a one-sentence summary of your event and its value (this may become your event tagline).

TASK: Draft your schedule. Be sensitive to the clock and audience needs.



Advertising Message

THE BASICS

- Event Name
- Date(s)
- Time(s)
- Location
- Location Address

THE DETAILS

- Event Description (with value proposition)
- Target Audience (the type(s) of people this event will be the most valuable for)
- Fee(s) or Free

THE FOLLOW-UP

Indicate who people should contact for more information:

- Contact Person
- Contact Email
- Contact Phone Number
- Website

THE EXTRAS

- Call to Action
- Any Additional Information



Advertising Options

- Flyers
- Postcards
- Posters
- E-vites
- Website content
- Calendar listing
- Social media
- {Your big idea}

Determine the
best way to
communicate
with your
target audience



Generate Excitement

Invitations

Event Promotion

Promotion Kit

Church/School/Ministry
Invites

Phone Calls

Social Media

Online/Offline

Email List

Word of Mouth

Best Advertising: Your goal is to establish a reputation for delivering excellent programs.



Event Materials

- Name tags
- Gifts (like water bottles, notepads, pens, etc)
- Program
- Resource book/binder
- Signs
- Forms
- Beverages/snacks



Event Coverage

Take photos

- Big picture of the environment
- Mid-range shots of the speaker and audience
- Detail shots of signs, faces, reactions, décor, etc.

Write down quotes and quips

- Key themes from speaker
- Key summary of event
- Audience reactions
- What makes a repeated event significant or different from previous events?

Record reactions with attribution

May I quote you?

Include (with permission):

- First and last name
- Hometown or church

No photo? It didn't happen!



Evaluate & Share Reports

Event Evaluation

- Audience Evaluation
- Planner Evaluation

News Story or Caption

- Choose your length:
- 140 characters
 - 100 words
 - 250 words
 - 400 words

Photo(s)

- Illustrative Photo
- Photo Collage
- Photo Gallery

