*Please arrange a meeting with the Director of Communications at least eight weeks before your event; your answers to these questions will help her effectively promote your event.*

**Name of event:**

**Event launch date:**

*This is the date that promotional materials will roll out and event registration goes live.*

**Basic description:** *What will be happening at this event?*

**Event mission:** *Why are you organizing this event? What need does it meet?*

**Audience:**

*Who will attend this event? (Vestry members? People in a certain region? Youth grades 6-8?)*

**Event Details:**

Date: Start time: End time:

Location and address:

Any special instructions such as parking, entrance:

Cost:

Registration deadline:

Registration method: 🞎Eventbrite 🞎Paper form 🞎Both

**Other info:**

*Any materials or information that need to be distributed before the event? Any related meetings/ events/ trainings that are required for attendees?*

**Promotional Tools**

*The Director of Communications will work with you to develop a promotion strategy for your event, making recommendations based on your particular audience and the type of event. The strategy may include use/creation of the following materials:*

* Copywriting: Event title and description/ marketing blurb
* Signature image for the event or, in some cases, a logo
* Web page/ listing in online diocesan calendar
* Listing in *The Messenger*
* Promotion on social media
* Target email(s) to your audience
* Set up or review Eventbrite registration
* Social media graphic
* Flyer
* Bulletin insert
* Press release
* Blog post
* Printed postcard mailing