

A System For Successful Event Promotion

with Justin Trapp



This **Team Application Guide** will help you and your teams work systematically through planning your next promotion. Whether it's a sermon series, a big Sunday, or an event, Justin's plan will help you to build momentum leading up to your event that will help to promote better attendance and a more successful event.

To start, watch through Justin's video and have your team take some notes on what stands out to them. Then below, walk through the **Team Discussion Questions** to help process where your events have fallen short in the past, and how this plan can help you better prepare. As you start planning your next event, you can use this system below and plug in the information specific to your event to help you keep on track.

Team Discussion Questions:

What areas are you strong in when it comes to event promotion?

What are some areas that you need to improve in?

Can you think of a time where vomit marketing has negatively impacted one of your events or an event you were interested in attending?

System For Event Promotion:

Name of Event: _____

Date of Event: _____

5 Weeks Out

- Be general and as vague as possible with the promise of sharing more information in the future.
- No dates or details
- Stage announcement hinting towards new information next week.
- One email hinting at something exciting being announced next week.

ACTION STEPS

*Notes don't change anything.
Don't take notes, take action!*

DUE DATE _____

DUE DATE _____

DUE DATE _____

What is the first small glimpse you want to give people of this event?

How do you want to deliver this information?

What will be shared on stage?

Through email?

Social Media?

What are the deadlines for this?

Who is responsible for meeting this deadline?

4 Weeks Out

- Official announcement of event from stage (include logo and dates)
- Promise more details next week
- Send one email out with announcement and promise more details.

What promotion materials do you need to have ready? Deadline?

What information will be announced from the stage?

When will your follow up email go out and what information will you share?

DUE DATE _____

DUE DATE _____

DUE DATE _____

DUE DATE _____

When will your Facebook and Instagram video or post go out and what information will be shared?

How will you create curiosity for next week's announcement?

3 Weeks Out

- 2 Stage Announcements
- Release First Promo Video
- Share 1 New Piece Of Information
- Email out promo video
- 2 Social Media Posts (Encourage Your People To Share)
- Consider boosting your promo videos.

Who are the 2 people you'd like to do the stage announcement this week?

What content will they share?

When will your promo video be shown?

When is the deadline for the video to be done and who needs to meet this deadline?

What new piece of information will be released?

What social platforms will you post on?

DUE DATE _____

DUE DATE _____

DUE DATE _____

DUE DATE _____

2 Weeks Out

- Goal shifts from information to call-to-action
- Provide your people with promotion materials (Images, links, videos, premade posts).
- 3 Social Media Posts for each channel
- 2 Stage announcements (two different people)
- Ask congregation to post and share about the event
- Add one more new piece of information
- Updated promo video
- Email church asking them to post and share about the event as well as invite their friends and neighbors.

What promo material do you want to provide your congregation with?

What will be posted on social media?

Who will do the stage announcements and what will be said in each?

What new piece of information will be shared this week?

1 Week Out

- 3 stage announcement (use multiple people) Come at it from different angles
- Show final promo video (upbeat, fast paced)
- Last things said from stage is "Next Week" don't forget.
- Posting once a day on all social platforms (videos, graphics, engaging questions, count down images).
- Send out 3 emails (One 6 days out, one 3 days out, and one 1 day out).

So three announcements seems like a lot. Brainstorm a way you can fit three stage announcements in in such a way that people don't get bored or feel like they're hearing the same thing three times?

What will be emailed out?

What will be posted on Social platforms?

Who is responsible for saying "Next Week"?

What other ways can you remind your congregation on their way out that the event is next week?

What days will you email and what will the contents be?

Workshop Summary:

What aspect of this workshop has stood out to you the most/biggest takeaway?

If this idea were able to come to fruition in your church, what would be the impact?

List a few things that you'd like to adjust/change as a result of this workshop.

What are your next steps to begin working on accomplishing these things?

DUE DATE _____

DUE DATE _____

DUE DATE _____

DUE DATE _____

What is one thing you can do to create a quick win and gain momentum?

Who should you share this information with?

What additional resources or information would you like to discover?

DUE DATE _____

DUE DATE _____

DUE DATE _____

DUE DATE _____