

Bethel UMC - Market Like it Matters

Event Information Form

Road mapping Your Church Event(s) in 2016:

- Timing is everything! Decide your event details 60 to 90 days in advance of the event & submit this form no later than 60 days from the date of the event.
- Email the Admin or drop in Admin's cubby. This information will help the marketers come up with a strategy for marketing your event. The WHY matters and ASK Therese Crowther if you need help with this form.
- Keep in mind that the marketing team is contributing their professional talents and time without compensation and organic timing is everything! If you want ALL marketing channels available to your group at no cost to the church, 60 days is the required minimum timeframe.
- If marketing electronically, remember to offer alternative means for sign-ups. A sign-up sheet at the Welcome Center AND a contact person listed where it matters to answer questions or concerns. And if payment is involved, don't forget the details.
- In today's digital age, your audience needs a minimum of 10/11 times to remember, plan and participate. We need time to BUILD ANTICIPATION.
- Share ideas & vision with marketers if you have them.
- Seek higher standards; avoid mediocrity. There is no need to compare your group to others if you are always doing your best.

EMAIL OFFICE OR DROP OFF IN ADMIN'S CUBBY

WHO/Group Name/Event Name _____

WHAT (describe event) _____

GUEST SPEAKER NAME & TITLE _____

MENU DETAILS / EVENT COST _____

CHILDREN WELCOME? CHILDCARE OFFERED? SPECIAL PRICING? _____

WHERE HELD _____

WHEN (date & time(s)) _____

WHY this event/where do funds go/who does your group support? _____

CONTACT PERSON _____

Their TELEPHONE # _____ **EMAIL of Person** _____

Living our faith, sharing God's Love

January 19, 2016