

# Event Marketing Plan

Name of Event: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Marketing Theme: \_\_\_\_\_

Flame – Monthly – Deadline 15<sup>th</sup> of the prior month: \_\_\_\_\_

Web Site (submit one month in advance): \_\_\_\_\_

Sign Up Genius (submit one month in advance): \_\_\_\_\_

Weekly eNews (each Thursday – Deadline Wednesday): \_\_\_\_\_

Orders of Worship Announcement – (printed Thursday – Deadline Wednesday): \_\_\_\_\_

Order of Worship Insert (if available - printed Thursday – Deadline Wednesday): \_\_\_\_\_

Common Room bulletin board, table, or other display: \_\_\_\_\_

Decorations: \_\_\_\_\_

Posters/Signs elsewhere in the building: \_\_\_\_\_

Wochester Gallery: \_\_\_\_\_

Information or ticket sales table: \_\_\_\_\_

Calling tree: \_\_\_\_\_

Public Relations (news release): \_\_\_\_\_

Paid Advertising: \_\_\_\_\_

Event Photographer: \_\_\_\_\_

Event Reporter: \_\_\_\_\_

