

WORKSHOP PUBLICITY CHECKLIST

Refer to **WORKSHOP PUBLICITY GUIDELINES** for further details.

Time relative to Workshop	Once Scheduled	6 weeks before	5 weeks before	4 weeks before	3 weeks before	2 weeks before	1 week before	Week of	1 week after
Week of (fill in)									
Publicity Focus	Save the Date	Kick-off	Gain Interest	Gain Interest	Register	Register	Register	Register	Conclude
Publicity Channel									
Social media	<input type="checkbox"/> "Save the Date" Facebook Event	<input type="checkbox"/> Repost "Save the Date"	<input type="checkbox"/> Video	<input type="checkbox"/> Graphic or Logo	<input type="checkbox"/> Video	<input type="checkbox"/> Graphic or logo	<input type="checkbox"/> Video	<input type="checkbox"/> Video	<input type="checkbox"/> Workshop Photos Videos
Posters / flyers		<input type="checkbox"/> Post @ church			<input type="checkbox"/> Handout flyer after worship				<input type="checkbox"/> Remove
Postal (snail) mail		<input type="checkbox"/> Bulletin insert or flyer				<input type="checkbox"/> Bulletin insert or flyer			
Congregation's website	<input type="checkbox"/> Calendar Event	<input type="checkbox"/> Blurb & image							<input type="checkbox"/> Photos Summary
Vimeo or YouTube		<input type="checkbox"/> Upload video							<input type="checkbox"/> Workshop Videos
Announcement in church	<input type="checkbox"/> Show Promo Video #1	<input type="checkbox"/> Talking points & video	<input type="checkbox"/> Reminder	<input type="checkbox"/> Reminder	<input type="checkbox"/> Special encouragement	<input type="checkbox"/> Reminder	<input type="checkbox"/> Special encouragement	<input type="checkbox"/> Special encouragement	<input type="checkbox"/> Lay leader summary
E-mail	<input type="checkbox"/> "Save the Date"	<input type="checkbox"/> All members					<input type="checkbox"/> Special reminder	<input type="checkbox"/> Special reminder	<input type="checkbox"/> Thank you Any next steps
Bulletin	<input type="checkbox"/> "Save the Date"	<input type="checkbox"/> Blurb & insert	<input type="checkbox"/> Blurb & insert	<input type="checkbox"/> Blurb & insert	<input type="checkbox"/> Blurb & insert	<input type="checkbox"/> Blurb & insert	<input type="checkbox"/> Blurb & insert	<input type="checkbox"/> Blurb & insert	<input type="checkbox"/> Thank you Summary
Newsletter	<input type="checkbox"/> "Save the Date"	<input type="checkbox"/> Blurb & graphic				<input type="checkbox"/> Blurb & graphic			<input type="checkbox"/> Thank you Summary
Digital display screen(s)	<input type="checkbox"/> "Save the Date"	<input type="checkbox"/> Graphic info in rotation	<input type="checkbox"/> Graphic info in rotation	<input type="checkbox"/> Graphic info in rotation	<input type="checkbox"/> Graphic info in rotation	<input type="checkbox"/> Graphic info in rotation	<input type="checkbox"/> Graphic info in rotation	<input type="checkbox"/> Graphic info in rotation	<input type="checkbox"/> Workshop Photos Videos
Other					<input type="checkbox"/> Member personal invites	<input type="checkbox"/> Member personal invites	<input type="checkbox"/> Member personal invites	<input type="checkbox"/> Member personal invites	<input type="checkbox"/> Submit Attendee List