

EVENT PROMOTION IDEAS

Church Announcements

 Insert a flyer in your church bulletin or newsletter.

 Show the flyer information in your video announcements.

 Show a short video clip from [www.youtube.com/user/raywatsonsecretplace](http://www.youtube.com/user/raywatsonsecretplace).

 Encourage people to visit *The Secret Place*: www.thesecretplace.org.

 Give out a free cd sampler.

 Include the event information on your church website event page.

 Let people know on your email list. Copy information from one of the flyers or attach the flyer to the email.

 Ask your prayer chain to pray for the event.

Community

 Invite other churches to the event.

 Letterbox drop a flyer.

 Advertise in local newspapers.

 Press release – download prepared statement for the local newspaper.

 Display A3 colour posters for community notice boards.

Tell Someone

 Research shows the most effective form of advertising is word of mouth. Encourage people to bring a friend.