



### **How To Market for the *Build A Better Worship Team* Conference**

Thank you for partnering with us on the Build a Better Worship Team conference! In preparation for this incredible event, we created a list of specific marketing tactics for you to use to educate those in your area about the event. We also created a special online promoter's webpage with a postcard template, poster, pre-built html email, banner ads, and other marketing tools to assist you in reaching your community. The promoter's page can be accessed by visiting [www.integrityworkshops.com](http://www.integrityworkshops.com) and clicking on the "Spread the Word" button at the bottom of the page.

#### **Getting Started:**

1. Let your congregation know about the event. We recommend that you make announcements from stage and put information in your weekly bulletin. Encourage your congregation to be part of the event by helping spread the word and volunteering at the event.
2. Send emails out to your database. We recommend that you send a series of 4 emails; the first should drop as soon as possible and the others should drop a week prior to each deadline. We have provided an HTML template for you to use on the promoters page. Feel free to modify it to make your email more personal.
3. Send postcards to your database and to other churches in your area. A master template of the postcard can be found on the promoter's page of the website mentioned above. We have provided a spot on the back of the postcard to enter information specific to your event.
4. Please create a list of the top 25 most influential churches (besides your church) in your area and consider making a personal phone call inviting them to the conference. Please be sure to include them on your mail and email list as well.
5. If your church has a website, we would encourage you to place a banner ad on the homepage. We have provided several pre-built ads on the promoter's page for your use. If you need something custom built, please contact Shaun Winn at the email below.

#### **Optional Ideas:**

If you have a connection with a local radio station, please consider calling them to request complementary on-air promotions and/or PSA's.

We have negotiated special advertising rates with Christian Happenings and Itickets.com, targeting church leaders and active Christians in your area. Options include:

- Email Broadcast to individuals within a certain mile radius of your simulcast location. 12 cents per email, (1000 email minimum).
- Web Button displayed on the home pages of Itickets.com and ChristianHappenings.com. \$60/2 weeks, \$120/month.
- Print Advertisement in Christian Happenings Magazine. 1/4 page Color Optional \$239, 1/2 Page Color Optional \$399. Print available in 30 of the 50 United States.
- Faxes to church leaders at just \$1 per fax in select markets.

For more details or to reserve your space, contact us at 800-521-0290 or [Andy@ChristianHappenings.com](mailto:Andy@ChristianHappenings.com)

Once again, thank you for hosting this event! We look forward to working with you and connecting via phone for updates. If you need something prior to our conference calls, please feel free to email me at [shaun@thewinngroup.net](mailto:shaun@thewinngroup.net).