

## **Guidelines for planning a successful event**

1. Start praying!!
2. Getting the right date  
Once we have offered you a date check to see if there are any major clashes with other events in your locality. Try to be aware of anything other churches or local schools are planning. If there is a problem, we can reschedule! Once you have the date, even if it is months ahead, make sure you start getting the word out so that other organisations do not book anything into that day.
3. Begin to get other people enthused and on board. Talk about your event to friends, family and within your local church groups. Get as many people enthused as possible and ask them to help advertise to other people. Generally they will have contacts that you will be able to use.
4. Call as many churches as possible. Ask them to put the event on their calendars. Ask if you may send promotional posters/leaflets to be put up in their church to advertise the event. The support of local churches is vital. Call them, remind them and email - respectfully. Sometimes the best way is to pay them a visit!!!
5. If it is possible to use contacts from people you know, do so, but if not just call whatever number you can get hold of. It is best to get someone who is involved in the worship as they are more likely to share your enthusiasm for the event.
6. Get advertisements and press releases into local church magazines. Ask local Christian bookshops or, especially in village locations, other friendly retailers to display posters. Contact your local radio station and ask them to plug the event (local BBC stations have a "religious slot" on Sunday mornings). Send press releases to the religion and entertainment editors of all local newspapers (we can supply sample press releases for you if required)

We wish you the best in your efforts. Please feel free to contact us if you have any questions about how to prepare for your concert or event.