

## Ministry Event Promotion Worksheet

Who 1: \_\_\_\_\_  
(which ministry or group is presenting this event)

Who 2 : \_\_\_\_\_  
(who is the target audience)

Who 3: \_\_\_\_\_  
(who to contact for more info - email, phone number)

What 1: \_\_\_\_\_  
(what is the event)

What 2: \_\_\_\_\_  
(what is the theme, title, purpose)

What 3: \_\_\_\_\_  
(what will happen)

When 1: \_\_\_\_\_  
(date, time)

When 2: \_\_\_\_\_  
(duration)

When 3: \_\_\_\_\_  
(registration deadline)

Where 1: \_\_\_\_\_  
(location, room number)

Where 2: \_\_\_\_\_  
(parking instructions, building directions, registration directions)

Why 1: \_\_\_\_\_  
(what is the purpose of the event)

Why 2: \_\_\_\_\_  
(how will the participants benefit from attending)

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How 1: \_\_\_\_\_  
(how to register, cost)

How 2: \_\_\_\_\_  
(what to bring, or prepare in advance)

How 3: \_\_\_\_\_  
(childcare provisions)

Wow 1: \_\_\_\_\_  
(logos, design images)

Wow 2: \_\_\_\_\_  
(do you have pictures of last year's event)

What Else: \_\_\_\_\_  
(What does a first time visitor need to know to feel comfortable to come to this event, and be prepared and able to participate.)