

Event Promotion Timeline

Event Name: _____

Date and Time of Event: _____

Communications Coach: _____

Submit Information to contact person listed by each item.

4- 6 months before event		
Item	Target Date	Completed Date
Church Calendar Request (Carol Cernetisch)		
Website Calendar (added when event confirmed)		
Graphics/ Imaging Request (if you need images made for event) (Kathleen Terry)		
3 months before event		
Posted on Bulletin Board (Jan Milligan)		
Stall Street Journal (information submitted) (Kathleen Terry)		
Event Flyer (if you need flyer made) (Kathleen Terry)		
8- 6 weeks before event		
Photography (subject to availability) (Randal Jeansonne)		
Videography (subject to availability) (Randal Jeansonne)		
Website Information Update (Edd Plesko)		
5 weeks before event		
Event Flyer submitted for printing		
Submit graphics & Imaging (Kathleen Terry)		
4 weeks before event		
Weekly Newsletter (e-new) Information submitted (event information will run for 2-4 weeks) (Carol Cernetisch)		
Worship Announcement Slide (need 1 week before 1 st run) (Jeff Hendry)		
Online Registration Form on Planning Center (Laura Douglas)		
Table inside Foyer/ Covenant Hall/ Sanctuary (2-4 weeks before event- Carol Cernetisch for scheduling)		

3 weeks before event		
Bulletin Insert/ Snip-it – information submitted (Carol Cernetisch)		
Facebook Post- information submitted – different looks needed if running for more than one week (Randal Jeansonne)		
2 weeks before event		
Flyers in Sunday School Folders (Carol Cernetisch)		
1 week before event		
Facebook Post- ministry team members share and like posts (Randal Jeansonne)		

The following promotion items are available for Community Wide Events upon approval:

- Event information sent to local media outlets
- Online Ad (Facebook / Google)
- Postcard/ mail out
- Posters (11x17 or larger)
- Promotional items
- Press release w/pictures sent to local media

Contact Information	
Name	Email Address
Carol Cernetisch	carol@hckaty.org
Laura Douglass	laura@hckaty.org
Jeff Hendry	jeff@hckaty.org
Randal Jeansonne	rljeansonne@gmail.com
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Kathleen Terry	comm@hckaty.org