

Step 1
Setting up a team

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Step 4
Follow up

Help for
today

Hope for
tomorrow

Planning an EVENT with FAMILYLIFE

Each event will have increased impact when effective planning is implemented. Your event can have far reaching results with a coordinated plan that uses your group's resources and ours at FamilyLife Canada.

Step 1 Setting up a team Team Responsibilities

1. **Pastors** - are the main cheerleaders. We recommend someone in the church, other than the pastor, lead the event team. This frees the pastors to handle their responsibilities while being the promoter from "up front".
2. **Coordinator** - sets up the team, coordinates all team activities, contact person for FamilyLife Canada, responsible for payment to FamilyLife Canada, insures all details from info page have been followed and on the day of event - welcomes people and introduces FamilyLife Canada team.
3. **Prayer** - sets up a team of prayer warriors to pray beginning 3 months before and then through the event.
4. **Promotion** - set up a team of promoters (personal invitation is most effective), responsible for printing all promotional materials and insuring they are distributed.
5. **Registration** - handling all money and registration information. It is recommended that a fee be charged for the couples. This places value on the seminar and requires a commitment from the registrants. You can offer a discounted "Early Bird" rate, where registrations are required by a specific date to solidify attendance early (walk-in registrations should also be accommodated by allowing for extra seating).

6. **Food** - Couples always appreciate when you provide coffee, water and some snack items, such as muffins and fruit for breaks.

7. **Audio/Visual** - A sound technician familiar with your system.

Equipment needs:

- Projection screen large enough to be visible to every audience member.
- LCD portable projector and stand for audio-visual presentation.
- DVD player or laptop.
- Must have sound patch cord to connect to the DVD player or laptop from your sound board.
- Sound system appropriate for the room including 2 microphones.
- Two music stands or two small podiums.
- Water for speakers (Bottled is preferred).
- Access to facility 1 hour prior to start for set up.

8. **Follow-up** - Using the tools your church has along with the resources that FamilyLife offers. Consider starting a couples Bible study or hosting a Couple's Cafe (see familylifecanada.com/host-your-own for more details).



Step2

Promotion

The most effective method of promotion is having a couple approach other couples, personally invite them and offer to pick up their registration. Along with personal invitations there are other effective materials to use:

Promotional Materials from FamilyLife

- Video clips
- Bulletin Image
- Email Image
- Power point slide
- Posters
- Invitations



www.familylifecanada.com

Promotional Schedule:

3 months in advance

- Set up team
- Begin prayer with team for event
- Event information placed on promo materials from FamilyLife Canada (determine date, location, cost and contact person)
- Print posters, invitations, registrations
- Put posters up, invitations available
- Send info to other churches/groups (set up contact person from other churches)
- Play clip in church
- Hand out personal invitations
- Put info on church website
- Put ad in bulletin and power point
- Make announcements from pulpit

2 months in advance

- Play promotional clip in church
- Continue personal invitations
- Email invitations (linked to FL site)
- Put ad in bulletin and power point
- Make announcements from pulpit

1 month to day of event

- Send second email invitation
- Play promotional clip
- Continue personal invitations
- Put ad in bulletin and power point
- Make announcements from pulpit

Step3

Day of Event

The best preparation is to be have your people ready for the challenges that may occur. A/V problems, people unable to fulfill their responsibilities. These can be a distraction but don't need to have a negative affect. Our speakers are able to roll with whatever occurs and realize that God will still do amazing things since He is never surprised.

Schedule:

Will vary depending on type of event. Please check with us to confirm.

The schedule is flexible and will be adjusted by the speakers where needed throughout the day.

Manuals - one **per person**. Having pens available is appreciated by the couples.

Breaks - since schedule could vary, please note that break times may as well.

Speaker Needs - bottled water is great.

Lunch - we find it is best to have couples go off by themselves for lunch so they can work on the project.

Introduction - MC to give welcome; give facility details (Washrooms, etc) and introduce the speakers. (2-3 minutes)



Step4

Follow-up

If you've decided to do a follow up event or couples small group give couples the chance to sign up before they leave.

After the event take the time to review with your team and discuss what went well and what you would change for a future event.

Remember to pray for the couples and your team as you wrap up the event.



We suggest sending out an email of thank you to your attendees, giving suggestions for follow-up.

FamilyLife offers a number of resources to supplement what your church offers at familylifecanada.com including:

- Articles (under Resources)
- Need Prayer
- Need Answers
- Need Jesus
- Conference Information

FAMILYLIFE 
Help for today. Hope for tomorrow.

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