

## **COMMUNICATIONS GUIDANCE FOR EVENT ORGANISERS**

Communications, usually in the form of publicity, are essential if any event is to attract an audience. However, the key to good communication is to make sure the information is delivered well ahead of the event and contains the details you want to communicate in the best possible way so as to optimise attendance, support or understanding. The Admin & Comms bubble has a lot of expertise in this area and can assist you with this aspect of your event. Ideally a minimum of 1 months' notice is required (but earlier engagement is welcomed) to give you the best service as this allows time for options and considered design.

Simply complete what details you can in the table below and send to us as soon as you can, even if your planning is not complete, so we can start planning and if necessary contact you to advise and guide you on your event communications.

Item	Detail
Event Title:	
Brief Description of Event:	
Date/Time:	
Venue:	
Intended Audience: <i>Church, Public, Select group, etc</i>	
Technical Support - Audio: <i>PA, Music, Mics, Recording.</i>	
Technical Support – Visual: <i>Presentations, Video.</i>	
Publicity – Posters: <i>Size, content, quantity</i>	
Publicity – Banners:	
Publicity –Website(s): <i>Content</i>	
Publicity – Tickets: <i>Quantity, Price, Numbering</i>	
Publicity – Programmes: <i>Quantity, Price, Numbering</i>	
Publicity – Press:	See additional media contact sheet. <i>You can us this to contact the appropriate organisations ask us to contact some or all of them on your behalf.</i>
Publicity – Newsletters: <i>Church News, WIS, Pew News, etc..</i>	
Contact Details:	
Any other useful Information:	

Please send to [admin@corshamandlacockchurches.org.uk](mailto:admin@corshamandlacockchurches.org.uk)

or hand to any of the Admin & Comms team: Brian Trood, Roger Parry, Peter Wilder or Nigel Jackson.

A copy of this document can be found on the website at: [http://corshamandlacockchurches.org.uk/?page\\_id=120](http://corshamandlacockchurches.org.uk/?page_id=120)