

TIPS

for a good event

- » **If your event is taking place at a parish, it is a good idea to let the pastor know that you have arranged for a speaker to come give a talk**
- » **The number one rule: Advertise! Advertise! Advertise!**
- » **Create a Facebook event and encourage people to RSVP and share your event on social media**
- » **Create a flyer and distribute at least six months ahead of time – inserting the flyer in local parish bulletins is very helpful**
- » **Bulletin announcements or ads in your local catholic newspaper is also helpful**
- » **Pulpit announcements are a good idea the last few Sundays leading up to your event**
- » **Depending on your budget, you might also consider:**
 - Radio ads
 - Website ads
 - A promo video
- » **As your event approaches, consider sending a reminder email to those who are registered**
- » **Consider drinks and snacks at your event**
- » **Make sure you have plenty of parking and it is clearly marked when guests arrive**