



DISCOVER THE *Secret* PLACE

EVENT PROMOTION IDEAS

Church Announcements

- Insert a flyer in your church bulletin or newsletter.
- Show the flyer information in your video announcements.
- Show a short video clip from www.youtube.com/user/raywatsonsecretplace.
- Encourage people to visit *The Secret Place*: www.thesecondplace.org.
- Give out a free cd sampler.
- Include the event information on your church website event page.
- Let people know on your email list. Copy information from one of the flyers or attach the flyer to the email.
- Share event information on social media - Facebook, Twitter, Instagram.
- Ask your prayer chain to pray for the event.

Community

- Invite other churches to the event.
- Letterbox drop a flyer.
- Advertise in local newspapers.
- Press release – download prepared statement for the local newspaper.
- Display A3 colour posters for community notice boards.

Tell Someone

- Research shows the most effective form of advertising is word of mouth. Encourage people to bring a friend.

