



**COMMUNICATIONS AND MARKETING COMMITTEE EVENT MARKETING WORKSHEET**

- Two months' notice will ensure good marketing of the event; three months will mean excellent marketing.
- **THIS FORM MUST BE COMPLETED BEFORE ANY MARKETING (including posters) CAN BE INITIATED.**
- Note that design elements for your print and online publications will be the subject for collaboration once we have the details required below.
- **All external media sources used by the Communications and Marketing Committee (both print and electronic) do not incur charges.**
- For internal marketing, committees/agents initiating events will be invoiced for all printing costs for posters, flyers, brochures and tickets.

<b>Name of Event or Series</b>	
<b>FSA group responsible for event</b>	
<b>FSA Contact Person</b>	Name: Phone: E-mail:  This contact person's name will sometimes be used as a contact for media releases. If someone else would be more suitable, write name and contact details below.  Name: Phone: E-mail:
<b>Date(s) and Time(s)</b>	
<b>Do you have approval from the Communication and Marketing Committee?</b> (Marketing cannot proceed until this approval is obtained)	Circle One:            Yes            No
<b>What physical space will you be using?</b> <b>Has it been booked?</b>	Circle One:            Yes            No
<b>Name and brief bio (for poster and marketing) of performer(s), speaker(s) or group.</b>	
<b>Brief annotation/description (for poster and marketing) of event</b> (Include here words describing why one would want to attend and where proceeds will be going if this event is a fundraiser.)	
<b>Admission cost? For all? Seniors/students/children?</b>	

<p><b>What are ticketing arrangements?</b> e.g.,</p> <ul style="list-style-type: none"> <li>• Through <i>Eventbrite</i> and/or The Grand Theatre or FSA Office or at the Door? Have you made these arrangements, or do you wish the C &amp; M Committee to do so?</li> <li>• Do you need paper tickets produced? If so, what wording do you want on the tickets? How many tickets do you want printed? When do you want tickets to go on sale?</li> <li>• If a meal is part of pricing, what is cut-off date for ordering tickets?</li> </ul>	
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<b>External (to FSA) publicity?</b>	Circle One:                      Yes                      No
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The Communications & Marketing Committee has a standard list of online paper and social media that it contacts for marketing. These include the London Free Press, the Londoner, Coffee News, CBC London, the Tourism London and Kijiji websites (for sales) and the United Church London Presbytery email list and *Bridge* (a section of the *United Church Observer*). If you want to suggest other locations, submit an extra sheet with your suggestions.

<p><b>Print Numbers:</b> Indicate how many copies of the desired item that you want printed.</p>	<b>ITEM</b>	<b>NUMBER</b>
	<b>Posters</b>	
	<b>Flyers (half of poster size)</b>	
	<b>Brochures (8.5 X 11 trifold)</b>	
	<b>Bookmarks</b>	

<p><b>Distribution:</b></p> <ul style="list-style-type: none"> <li>• Who will distribute print materials?</li> <li>• How many of the print materials will you and your committee be able to distribute?</li> <li>• What locations are you considering? (Note Communications and Marketing will undertake to distribute to London Public Library 15 copies of a small poster (8.5" x 11"))</li> </ul>	
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**If this program is co-sponsored with another body, indicate the website where a logo for the other group can be obtained and contact details of marketing person who can be contacted to discuss shared marketing activities. (use extra sheet)**

<p><b>It is assumed that all the adjacent INTERNAL (inside FSA) marketing vehicles will be used. Draw a line through any platform that you don't wish to use.</b></p> <p><b>Please indicate when you want to initiate your marketing efforts on each platform and when they can be terminated.</b> (You can submit <u>edits</u> to your ongoing message each week to those platforms that change weekly)</p>	<b>MARKETING VEHICLE</b>	<b>SUBMISSION DEADLINE</b>	<b>START DATE</b>	<b>STOP DATE</b>
	FSA website (includes our home page slide show and HEREANDNOW> CONGREGATIONAL LIFE>BILLBOARD)	No deadline: can be updated daily if needed		
	Printed Bulletin insert (weekly pub.- Sun. am)	Each week at noon on Wed.		
	E-mail blast (weekly pub -Thurs. am)	Each week at noon on Wed		
	FSA <i>Facebook</i> page	No Deadline		
	<i>Tidings</i> (quarterly published on the first Sun. of Dec. March, June and Sept.)	Nov. 15, Feb. 15, May 15 and Aug. 15.		
	Outside lawn sign: (Don't use this unless you also want to attract outside visitors)	Each week at noon on Friday		