

Pre-Registration MARKETING TIMELINE

TIER 1

CONFERENCE

STEP 1

1 MONTH AFTER

Conference Debrief with VP, Conference Host, Conference Coordinator, and Communications Director

STEP 2

5 MONTHS (before EB)

Conference Host share **ALL info** for upcoming conference with Conference Coordinator & Communications Team

STEP 3

3 MONTHS

- Website (STD Format)
- Email/Website Header
- Save the Date

STEP 4

2 MONTHS

- Flyer
- Downloadable Church Promo Package

STEP 5

1 MONTH

- EB Info/Highlight Video
- 1/Week Tweets & SM Stories

STEP 6

3 WEEKS

- 2/Week Tweets & SM Stories

STEP 7

2 WEEKS

- 3/Week Tweets & SM Stories

STEP 8

1 WEEK

Social Media EB Push

EARLY BIRD
REGISTRATION

PRE-REGISTRATION MARKETING

This timeline is based on the months leading up to Early Bird Registration
all marketing is produced by the communications team and paid for by the conference budget