

Trinity of Fairview

MULTIMEDIA/PROMOTE EVENT PROCEDURES

Need to get the word out to the community about an upcoming church event? This is the place for you! The Multimedia/Promote Event Form is the single most important and essential step in making sure your external event is promoted with utmost efficiency. Multimedia is a fast-paced and constantly growing cultural presence that can be a vital tool in extending Christ's ministries of the church body externally through social media, or online digital broadcasting. It is important that you take into consideration the following rules and guidelines before completing this form:

- Video, production, and editing can be requested via form request, **in addition to promotion.**
- **Advance notice is crucial.** Time (weeks, not days or hours) is needed in order to effectively communicate your event across **all social media platforms, and media outlets.**

Any event being promoted externally, through social media, and TOF media outlets, in the form of social media post, promotional videos, or highlight reels, advance notice is important:

6-8 weeks minimum is ideal. For smaller events, 2-3 weeks' notice is acceptable.

Please understand, there are a great number of ministries that request event promotion regularly. It takes time to prepare this information, generate content, edit, produce, and post for various promotional avenues, and sufficient lead-time is absolutely necessary in order to do so. **Therefore, we ask that you please respect the given time frames for advance notice (and thereby those creating and promoting your event) to the best of your ability.** This guideline is beneficial not only for us but also for *you*, as you are allowing more time for people to see, plan, and prepare for your event.

Any last-minute requests and/or event forms received outside of these suggested time frames cannot be guaranteed to run in whatever capacity requested.

- Whatever information you provide is the information that will be posted. Therefore, it is vital that you complete the multimedia form **in its entirety.** Make sure to provide ALL relevant information. This includes but is not limited to: times, dates, costs, deadlines, links to relevant off-site registration forms or websites that are sponsoring your event (if needed), times etc. We cannot research this information for you.

At present, online registration is only available for large-scale events (trips, conferences, church-wide happenings, etc.) and/or when requested by a senior staff minister or director.

We will try to accommodate promotional requests outside of these stipulations if possible, but following these guidelines is the best way to guarantee your event reaches the eyes and ears of those you want to hear about it.

Please be advised that we only promote ministries of the church externally via social media, media outlets, and the like. In some instances, ministries and personal events outside of Trinity can be promoted through small groups or personal media outlets. We greatly appreciate your understanding in this matter.

Have further questions about the promotion process? Email media@trinityoffairview.org for multimedia promotional materials OR johnnyprettyman@trinityoffairview.org for in house promotions.

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MULTIMEDIA PROMOTE FORM

Please read the procedures for submission on the back of the page before completing this form.

Name _____

Email _____

Event Name _____

Event Date(s) (mm/dd/yyyy) _____

Event Time _____

Event Location _____

Event Cost (if applicable) _____

Event Description *(Tell us more about your event. Be thorough! Please include all relevant details so that we have the most information possible to work with. What's happening at your event? Will there be food? Guest speakers or artists? Activities? Where can people sign up? Who can people contact with questions? etc.)*

PRODUCTION MATERIALS NEEDED

Please list what promotional materials you intend to use below: (i.e. video, social media post, blog, highlight, photos, etc.)

Where would you like the event promoted?

Newsletter Announcements Facebook Instagram Website Youtube

Please attach any other pertinent flyers, information, relevant websites to obtain more information, links to registration pages off-site (where applicable), etc.