

# STU ROBINSON

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## AN ALTERNATE REALITY

### Melbourne Magic Festival Promotional Guide

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#### Promotional Guide

Please find all promotional material at: [www.sturobinsonillusionist.com/resources](http://www.sturobinsonillusionist.com/resources)  
Edit promotional material with relevant details for your event, eg. where, when.

#### 6 Weeks Out (or as soon as the event is booked):

Note: It is of utmost importance that all promotion clearly states the event has a focus on the christian faith

Completed	Task	Notes
	<ul style="list-style-type: none"><li>Connect with Stu to go through full marketing plan, strategy, and event information</li></ul>	This is where you will be provided with all the necessary links for tickets, and promotional material
	<ul style="list-style-type: none"><li>Access link provided to download promotional material</li></ul>	Add any dates and times to promotional material for event
	<ul style="list-style-type: none"><li>Create website landing page and link for event registration on your church website</li><li>Or, use provided url links to take people to TryBooking website</li></ul>	This is the link you will send out for people to register and/or purchase tickets for the event. Please make link as clean as possible, eg. <a href="#">mychurchname.com/illusionist</a>

## 4 Weeks Out:

Completed	Task	Notes
	<ul style="list-style-type: none"> <li>• Create A Facebook Event</li> <li>• Post promotional video</li> <li>• Communicate clear action step in description, eg. <i>Click here to grab your tickets ---&gt;&gt;&gt;</i></li> </ul>	Use provided facebook cover photos from promotional material
	<ul style="list-style-type: none"> <li>• Show promotional video in church</li> <li>• Have your Pastor make an announcement from the stage.</li> <li>• Communicate clear action steps in Announcement. Eg. <i>Head to our website to grab your tickets</i></li> </ul>	Cast vision of why this event is happening; this is an outreach opportunity. Encourage the congregation to be actively inviting their non-christian friends and family
	<ul style="list-style-type: none"> <li>• Place event information in your bulletin and on-screen announcements, please keep the event information in these places until the day of the event.</li> </ul>	Continue to use provided promotional material to keep a consistent theme.
	<ul style="list-style-type: none"> <li>• Send out emails and texts to groups and individuals from the church. These should be kept as concise and clean as possible.</li> </ul>	Send this out midweek after announcement from the weekend. Include link to register.

## 3 Weeks Out:

Completed	Task	Notes
	<ul style="list-style-type: none"> <li>• Give out flyers for church members to use to invite people</li> </ul>	Please use provided promotional material and add any specific information as required
	<ul style="list-style-type: none"> <li>• Send out text to church members about the event</li> </ul>	Include link in the text Send this out midweek
	<ul style="list-style-type: none"> <li>• Post in churches social media accounts</li> </ul>	Post midweek as a reminder from weekend announcements

## 2 Weeks out:

Completed	Task	Notes
	<ul style="list-style-type: none"> <li>Start digital campaign on social media using both Facebook and Instagram.</li> </ul>	Action step needs to be clear. Eg. <i>Grab tickets here -&gt;</i>
	<ul style="list-style-type: none"> <li>Have your Lead Pastor make an announcement from the stage</li> </ul>	Remember to cast vision For why you are having this event and outline clear action steps. Eg. <i>Go to our website to get your tickets</i>
	<ul style="list-style-type: none"> <li>Post photo for promotion</li> </ul>	Post midweek as a reminder from weekend announcements
	<ul style="list-style-type: none"> <li>Post a video to social media accounts of lead pastor inviting everyone to join them for the event</li> </ul>	The lead person is seen as an authority, their endorsement will go far!

## 1 Week Out:

Completed	Task	Notes
	<ul style="list-style-type: none"> <li>Send out a final email about the event to your church database church database</li> </ul>	Final push, making sure action steps are clear
	<ul style="list-style-type: none"> <li>Have your Lead Pastor make an announcement from the stage</li> </ul>	Cast Vision of why the event is happening. Clear steps for getting tickets
	<ul style="list-style-type: none"> <li>Play promotional video, or post on social media mid-week</li> <li>Or, post a personalised video from Stu Robinson for the event</li> </ul>	Post later in the week on Thursday or Friday