HOW TO PROMOTE TI2016 AT YOUR LOCATION

The TI2016 promotional toolkit is here to help you spread the word about the conference and get registrations. Using this guide and the materials in the toolkit should make it a snap! Here’s what you’ll find in the TI2016 promotional toolkit:

TEMPLATE MATERIALS
To use the template materials, simply replace the highlighted sample text with relevant text about your site. Then they are ready to use! The toolkit contains the following template materials:

- Template flier/poster/ad
- Template press release

STAND-ALONE ASSETS
These are pieces you might need if you wish to build promotional items yourself, such as a webpage or a flier. Here’s what you’ll find:

- Web banner
- Eblast art
- Logos
- Speaker photos
- Key messages

TIPS FOR USING TEMPLATE MATERIALS

Fliers/Posters/Ad
Post fliers and posters in open areas, where they are highly visible to people who might be interested in the conference. Hang them in your church, and in other places that your target audience frequents – this may be other churches in the area, schools, or community centers.

Identify people who are advocates for Trinity Institute in your community, give them a stack of fliers, and ask them to get creative! Ask local publications if they would place an ad for you, or simply use it as an announcement in your own materials.

Start now! The earlier you can get attendees signed on, the better.

E-blasts
Email is a fast, easy, inexpensive way to promote TI2016. If you don’t have a list of email addresses readily available, collect email addresses after services or at community events. Ask leaders in your church or organization for mailing lists you may not be aware of; often times, mailing lists are fragmented across an organization.

Send emails early and often and include reminders about registration deadlines.
**Press Release**

A press release is a written statement released to the media to provide newsworthy information, in hopes that a reporter will cover the event: either by publishing the press release, writing a feature article, or including an event listing in a publication.

Research local reporters who might be interested in reporting on TI2016 and email them a “pitch,” in which you ask them to write about TI2016. This pitch should tell the reporter why his or her readers would be interested in this topic. Below the pitch, copy and paste your press release.

**TIPS FOR USING STAND-ALONE MATERIALS**

Feeling creative? Use the logos, photos, and messages to create your own promotional pieces. If you choose to promote TI2016 on your website, you can upload the JPEG provided in the toolkit, to give your page an official feel.