

brian bates

Event Promotion Tools & Tips

Let's have an outreach event. Here are tools I provide and tips that have proven effective in creating buzz and getting people involved.
Let me know what you need! ~*Brian Bates*

Committee

- 1-2 “go to” people committed to planning the event with me
- Phone meeting 2 months prior to the event to start planning & promo

Pre-event appearance

- Have me sing/share at Sunday services before date of event
- For events within 1-2 hours of Minneapolis, MN

Flyers



- #1 tool for an outreach campaign
- Ideas:
 - 3-4 weeks out, start announcing the concert as an outreach event
 - “Who are the seekers and those in need of hope in your life?”
 - Ask all to take a few flyers and invite friends & family. Ask youth to invite their buds (tell them I’m pretty hip...)
 - Volunteers pass out flyers after services
- A customized template emailed to you; easy print flyer (8.5x11, 2-up, 1-cut)
- Print in-house or with a local print shop

Posters

- Customized, printed and shipped to you
- For in-house and outside partners
- Consider/contact partners (churches, schools, local businesses)

Video

- I can send you a copy of my “You Danced!” music video. View @ [brian-bates.com](https://www.brian-bates.com)
- Showing the first 1:10 (verse & chorus) within an announcement gets people fired up!

Radio

- I coordinate music airplay, interviews and announcements with local stations



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“Meet Brian Bates” video at [brian-bates.com/intro](https://www.brian-bates.com/intro)