

# BUSINESS STEPS

## Setting up a team Step 1

## Promotion Step 2

## Day of event Step 3

## Follow up Step 4

Help for today

Hope for tomorrow

PLANNING A ONE DAY EVENT WITH FAMILYLIFE CANADA

# Planning an EVENT with FAMILYLIFE



Each event will have increased impact when effective planning is implemented. Your event can have far reaching results with a coordinated plan that uses your group's resources and that of ours at FamilyLife Canada.

## Step 1 Setting up a team

Look for people in your organization who can fill the following roles:

1. Champion – makes the initial agreement to host a A Day Together, promotes the event through enthusiastic leadership, sets up the other team members, welcomes attendees on event day, and introduces the FamilyLife Canada team to attendees.
2. Coordinator – organizes the team, coordinates all team activities, acts as the contact person for FamilyLife Canada, arranged payment to FamilyLife Canada, and ensures all details from the information page have been followed.
3. Promoter – makes invitations to associates, takes responsibility for the printing of all promotional materials, and ensures that all promotional materials will be distributed.
4. Registrar – handles all registration information of attendees, and provides a final registration count for the coordinator.
5. Food Coordinator – provides coffee, water and some snack items for the breaks
6. Audio/Visual – A technician who is familiar with your system and can run the media throughout the event day.

Equipment needs:

- Projection screen large enough to be visible to every audience member.
- LCD portable projector and stand for audio-visual presentation. (Min. 1800 lumens)
- DVD player able to play all formats of DVDs. Must have sound patch cord to connect to the DVD player from your sound board.
- Sound system appropriate for the room including 2 microphones (headsets or lapel mikes)
- Two music stands or two small podiums.
- Water for speakers (Bottled is preferred).
- Access to facility 2 hours prior to start for set up.

7. Resource Coordinator (optional) – contacts Power to Change Resources to obtain a great selection of marriage related resources, sets up resource table on event day, handles sales, and ships the unsold merchandise and the cheque for sales back to Power to Change Resources.  
[www.powertochangerc.org](http://www.powertochangerc.org)  
**1.800.667.0558**



# Step2

## Promotion

You will find a variety of promotional materials online at our website:

- Video clips
- Posters
- Invitations
- Email ads
- Power point slides



## Promotional Schedule:

3 months in advance

- Set up team
- Event information placed on promo materials from FamilyLife Canada (determine date, location, cost and contact person)
- Download and print posters, invitations, registrations
- Posters up, invitations available
- Personal invitations
- Put info on employee website
- Place advertisement in employee bulletin or newsletter

2 months in advance

- Personal invitations
- Email invitations
- Place advertisement in employee bulletin or newsletter

Final Month

- Send second email invitation
- Play promotional clips on employee website or in lunch room
- Personal invitations
- Power point slides
- Place advertisement in employee bulletin or newsletter
- Additional posters in new locations

# Step3

## Day of Event

Being prepared is the key to having a smooth conference. Please ensure that the following things are in place prior to the speakers' arrival:

Technical issues - audio/visual technician present, test the audio/visual equipment, and ensure that the room has a DVD player, LCD projector and screen

Registration table - for signing in for the event and receiving their manuals.

Manuals - one per person. Having pens available is appreciated by the couples.

Speaker Needs - bottled water is great.

## Schedule:

<i>Registration</i>	8:30 - 9:00
<i>Introduction</i>	9:00 - 9:15
<b>Commitment</b>	9:15 - 10:00
<i>Project</i>	10:00 - 10:05
<i>Break</i>	10:05 - 10:15
<b>Communication</b>	10:15 - 11:05
<i>Project</i>	11:05 - 11:15
<b>Companionship</b>	11:15 - 12:00
<i>Lunch</i>	12:00 - 1:30
<b>Closeness</b>	1:30 - 2:30
<i>Break</i>	2:30 - 2:45
<i>Challenge</i>	2:45 - 3:15
<i>Break</i>	3:15 - 3:30
<b>Change</b>	3:30 - 4:15

This schedule is flexible and will be adjusted by the speakers where needed throughout the day.

Introduction - Champion gives welcome, gives facility details (Washrooms, etc) and introduces the speakers. (2-3 minutes)

Breaks - since schedule could vary please note that break times may vary slightly.

Lunch - we find it is best to have couples go off by themselves for lunch so they can work on the project.



# Step4

## Follow-up

We suggest sending out a letter of thank you to your attendees giving suggestions for follow-up.

FamilyLife offers a number of resources at [www.familylifecanada.com](http://www.familylifecanada.com):

- Articles
- Video Answers
- Conference Information
- Need Prayer
- Mentoring - ask questions
- How to become a Christian



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