

## Workshop Agenda

Introduction 9:00 a.m. to 9:10 a.m.

- a. Introduce team
- b. Genesis of workshop
- c. Outline what will be covered in workshop
- d. Group introductions

Communications Planning 9:10 a.m. to 10:20 a.m.

- a. The importance of developing a plan
- b. Elements of a communications plan
- c. Creating your plan (exercise of writing a mock plan)
- d. Q&A'S

BREAK 10:20 to 10:30

Communications Planning Continues 10:30 to 11:15 a.m.

Working with the media 11:15 a.m. to 12:00 p.m.

- a. What is news?
- b. Getting the word out
- c. Messaging
- d. Dos and Don'ts

Lunch 12:00 p.m. to 12:30 p.m.

Social Media and Church Websites 12:30 p.m. to 3:00 p.m.