

## **CHECK LIST FOR EVENT BROCHURE PREPARATION IN THE PRESBYTERY OF LAKE MICHIGAN**

Email print-ready flyers and brochures to the presbytery office (office@lakemichiganpresbytery.org) for duplication and mailing to churches. Be sure to include the following information in all publicity.

### **BASIC INFORMATION**

- Name of the event
- Day and date of the event
- Time of the event
- Location of the event. Include directions to the location/ map
- Name of sponsoring organization
- Cost of the event
- Registration deadline
- Include note, "Payment must accompany registration"
- Name and address of registrar to whom registration should be sent
- "Make checks payable to: THE PRESBYTERY OF LAKE MICHIGAN" (the Presbytery can take PayPal via the website, please give the office 4 weeks notice if you wish to have an online registration form)
- Cancellation policy
- Be sure the following are not on the back of the registration form:
  - 1. Schedule 2. Map 3. Workshop descriptions 4. What to bring
- Name, phone number, and email of person to call for additional information.
- For youth events include:
  - Adult Participant Registration/Covenant
  - Guidelines for Church Participation
  - Student Registration/Covenant and Parent Release

### **INTERPRETATION OF THE EVENT**

- Statement of purpose/benefit to participants
- "Who" should attend
- Leadership of event
- Expectations of the participants, include what to bring
- Schedule of activities
- Workshops to be presented, if applicable

### **REGISTRATION FORM (IF NOT YOUTH EVENT)**

- Name
- Address and telephone
- Email
- Name of church and city
- Special needs assistance/diet needs
- Child care needs