

MINISTRY EVENT PLANNING GUIDE

Salem Bible Church

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Dr. Joseph L. Williams – Senior Pastor

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Purpose

This document is to be used as a general guide for any SBC ministry or outside group that is hosting a large event at FBC. While it may be too detailed for smaller events, it should be reviewed for guidelines for all sized events.

Prayer

Please don't attempt anything for the Lord without first seeking His direction. Before you make any decisions, please pray for God's guidance. Jesus said it best: "Ask and it will be given to you; seek, and you will find; knock and the door will be opened to you." (Matthew 7:7)

Primary Contact Information

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Contract / Service Agreements

Only the Pastor/s, Chief Administrative Officer, or their designees are authorized to sign contracts or service agreements on behalf of SBC.

- For ministry events (guest speakers, conferences, etc), the ministry coordinator overseeing a specific ministry event should approve the contract and/or service agreement prior to submission for finalizing any arrangements/agreements.

PLANNING

One to Two Years Before the Event

- Decide event purpose.
- Set the tentative date for the event and check the church calendar (you may want to inquire as to a back-up date as well). Contact Lead Pastor of Ministries to confirm the date. If the date is available it will be tentatively reserved pending submission of the attached Building / Facility Use Application form. Remember to schedule ALL areas that will be used – not just the main meeting location (include kitchen, break-out rooms, registration area, childcare rooms, etc.) If any additional setup days are required in certain rooms prior to the event, these also need to be reserved on the church calendar. Be sure you have the event set for a time when there are no conflicts with church events. You may also want to check school and community calendars and sporting events schedules.
- Your ministry group will want to appoint an Event Coordinator/Chairperson (normally the Ministry Coordinator) – this person will be the point person for everything relating to the event. They will coordinate the event and are in charge of the program, speaker, music, and all other teams; sets up meetings with teams as needed; monitors spending in order to maintain approved budget guidelines.
- Determine your budget. This includes both expenses and income. A sample budget is attached.

- Create an event timeline. Add any deadlines and other requirements to timeline – this will help keep you on track.

Nine to Twelve Months Before the Event

- Decide on a theme, based on Scripture. From the theme, develop message titles, seminar topics (optional), decoration themes, and publicity plans.
- Begin working with your teams. The following team structures are suggestions. You may use only one or two teams – we’ve tried to list all possibilities.
- *Decorations Team* – responsible for putting up and removing all decorations. This includes decorating for the meals, all displays set up during the event and any other extra decorations in any part of the room/facility.
- *Prayer Team* – responsible for contacting people who would be willing to pray daily for the needs of the speakers, the team leaders, those attending, and the facilities before and during the event. Consider having weekly prayer meetings and a focused time for leadership and/or church congregation to pray prior to the event. Remember to schedule any meetings on the church calendar. There is nothing too trivial to pray about.
- *Food Team* – responsible for planning an attractive menu. You may need one or two meals, depending on the length of the event. Meals are a critical element. This team is also responsible for refreshment centers set up with light snacks such as coffee, sodas, and mints. Remind/contact the Facilities Manager with a setup for the Fellowship Hal/room several days prior to the event.
- *Accommodations Team* – responsible for making lodging arrangements. This may be for out-of-town guests or securing reduced rates for event attendees.
- *Registration Team* – responsible for participant registrations; childcare registration (if offered); correspondence to registrants; all monies received; and keeping up with requests for lodging. Supply the Facilities Manager with a setup for the Registration area several days prior to the event.
- *Childcare Team* – as registrant’s request childcare (optional), this team will make the necessary preparations. Contact the SBC Kidz4Christ Pastor/Director to secure childcare prior to any advertising of such. Childcare registration should be closed two weeks before the event to allow for adequate preparation.
- *Publicity Team* – responsible for all publicity except registration brochures. Publicity can be through website, social media and church announcements.
- *Transportation Team* – plans transportation as needed for speakers and participants.
- *Intake Team* – prepares or obtains response cards, church information, and other follow-up materials. Trains people to counsel for intake/intercession.

- Worship Media/Audiovisual Team – works to secure equipment and volunteers as needed. This information should be indicated on the media request form below. This form includes information on reserving equipment and securing assistance for sound/cameras/projection support for event. When completing the Audio/Visual and Sound and Lights Form you will want to indicate completely what needs you may have so that volunteers can be secured.
- *Greeter Team* – responsible for greeting and directing to registration, childcare, and event rooms. May want to work with SBC Coinonia Ministry.
- Security Team – responsible for working with SBC Security Team to decide if security is needed for the event.
- Follow-up team – calls or sends letter to those who attended from outside the church. Advises New Members/Intercessory Prayer ministries of those who made decisions at the event.

Four to Six Months Before the Event

- After you have decided on seminar (small group) topics, pray about who God wants you to ask to lead. After you have seminar leaders in mind, give the list to fellow ministry members to pray about. Once you have prayed and are assured that the leaders are right for your event, contact each one.
- Contact and secure musicians: soloists, instrumentalists, music leaders. Give them direction about the philosophy of the event and what is expected of them.
- Decide on registration cost. Establish fee structures and policies, being certain to include clear cancellation policies.
- Design registration brochure and logo. You may want to work with SBC staff on this.
- Compile mailing list (see Publicity).
- For an SBC ministry event, remember to schedule any planning meetings needed. All of these need to be placed on the church calendar.
- Secure a photographer for the event, if desired.

Two to Three Months Before the Event

- Send out registration brochures.
- Write your keynote speakers periodically and let them know how plans are progressing. Give them all the information you can. If preparing a program booklet, give them a deadline to have their outlines

submitted. Ask what you can do for them as they prepare to come. Give them encouragement and direction about the philosophy of the event and what is expected of them.

- Work individually with each chairperson about their responsibilities. Even though group meetings may seem better, you can save time by working individually. This also facilitates the decision-making process.
- Finalize the schedule and confirm that all details are being handled.
- Review/finalize budget, task sheets and tentative timeline.
- Work with Kitchen Coordinator, on use of the kitchen and to receive approval/certification on kitchen policies and equipment. •
- Secretary/Registration Team: Secure nametags and nametag holders if desired. Decide if you want to pre-print these or have them completed upon arrival. A registration plan needs to be put in place if you desire the church administrative staff to handle/assist with registration. If this is the case, you must advise/discuss with Chief Administrative Officer so she can properly direct the staff. What has worked well in the past is one person from the Team is selected to handle all registrations and monies.

One Month Before the Event

- If preparing a program booklet, if you don't have all the speaker's/leader's outlines, call and request them. The booklet needs to be printed and reproduced so they can be assembled at least two weeks before the event.
- Plan three to four workdays during the last two weeks before the conference or retreat. Put these dates on the church calendar. Clear the dates with your Booklet, Packet, and Decoration teams, because these are the ones who will need the most help.
- Publicity Team: Follow-up with news media, on-air announcements.
- Hold walk-through of event with responsible teams and church support staff. Get enlarged site plan/room diagram; assign seats/tables, if needed.
- Review needs for signs at registration, directional, etc.
- Give estimate of guests expected to caterer/food service.
- Remember to work closely with the SBC Chief Administrative Officer. in processing all invoices related to the event.
- Confirm setup/tear down times with SBC Facilities Manager. (Includes individual teams that may have particular setup needs – Registration, Food, etc.)

Two Weeks Before the Event

- Finalize plans with your chairpersons, making sure details are covered and they have plenty of volunteer help.
- Accommodations Team: Confirm reservations for speakers and leaders.
- Contact individuals in your group to act as host/esses and to introduce the speakers.
- Complete the program booklet/materials and assemble.
- Complete program plans.
- Consider not scheduling any extra programs for your group the week prior to the event.
- Give the SBC Chief Administrative Officer an itemized list of honorariums, including speakers, singers, musicians, and worship media personnel as well as any other invoices that need to be processed. Request for Payment (RFP) forms can be obtained from the Church Office. An RFP will need to be completed for each person/vendor.

One Week Before the Event

- Meet with all teams for last-minute details.
- Confirm number attending.
- Give caterer revised numbers. Finalize catering guarantee, refreshments.
- Finalize seating/table arrangements.
- Secure 2-3 volunteers to assist with emergencies. Secure registration staff. Secure someone to man the phone an hour prior to the event through one hour after the event starts. Hold training session with volunteers; finalize assignments.
- Distribute seating chart, assignments to hosts/hostesses.
- Obtain checks from SBC Chief Administrative Officer to distribute at event.
- If using event evaluation forms, plan to place collection receptacles around the church in convenient locations.

The Day of the Event

- Reconfirm refreshments/meal schedule for volunteers.
- Go over all the final details with Foodservice/caterer and setup staff.
- Check with volunteers to make sure all tasks are covered.

- Set up registration area.
- Relax and enjoy the day! It's in God's hands and God gets all of the credit and glory!

After the Event

- Send thank-you notes to all who helped with the event including door prize and gift bag donors and church Support Staff (administrative support staff, facility staff, etc.).
- Pack and inventory all material – many materials may be reusable. It's a big investment, so take care of it.
- Complete financial reconciliation. With a big event, you'll have multiple invoices and you need to make sure you have been billed correctly and pay in a timely fashion.
- Perform post-budget performance review. Were you on budget? Could you have saved money?
- Collect and organize data for final meeting reports. Obtain evaluations from staff, volunteers, and consultants. It is very important to evaluate what went right and what went not so right so the next time is easier.

Publicity

- While prayer and planning are two of the most essential ingredients to a successful event, you cannot overlook publicity. You must get the word out!
- One of the most effective ways to publicize is through personal invitation. After you have developed your theme and selected your speakers, you will want to produce an appealing brochure to distribute to as many individuals as possible. Your target audience might include:
 - Individuals/ministry groups in SBC
 - Individuals on mailing lists from outside SBC's family (from previous events)
- As previously mentioned, you can advertise radio, and local cable channels (FREE PUBLIC SERVICE ANNOUNCEMENTS) or by social media (Facebook, Twitter), church website, and email.
 - Don't wait too late to advertise! A month before the conference is not sufficient time! Don't advertise too early, either! Four months before the conference gives them plenty of time to put the brochure aside and forget (unless you are going to follow up later). Six weeks prior to the event seems to be a good time frame.

Technical Information

- There is Wi-Fi at SBC. If internet access is needed for an event, be sure this request is listed under the AV request sheet.
- If presentations are being created for an event to be used in the Sanctuary, the smallest text size that can be used is 36 using PowerPoint with at least a 2010 version.

Event Signage

Below are size and placement guidelines for both temporary exterior and interior signage for an event:

- Exterior to be placed near the main entrance
- Banners should be no larger than 2x4 feet. Any banners must be pre-approved by Lead Pastor of Ministries. Realtor-type signs are permissible as well.
- Interior
 - Paper/cardstock signs for the interior are permissible but should not cover up any existing signage. Interior signs can be letter, legal or poster (11x17") size. Interior signs placed on the walls must be placed using only masking tape or painters tape. Scotch tape should be used for signs placed on the exterior glass doors. All signage placed inside the building must be removed shortly after the end of the event by the Event Coordinator or designee.
- For placement of exterior signage contact the Chief Administrative Officer. Unless otherwise agreed, signage for your event will be placed 5-days prior to your event and will be removed the first business day after your event unless the Event Coordinator or designee removes it immediately following the event.

Priority

Maintaining an appropriate focus on your event is important. It is easy to get sidetracked. Here are a few suggestions that will help you keep your priorities in order.

Focus on God's Goodness

Count your blessings and consider the people who are going to benefit from the event! Talk about it often; pray about it always; keep the goal in front of your leaders at all times.

Support Committees

Support the committee chairs and let them do their jobs. If it's not exactly the way you would do it, that's OK.

Keep Your Head!

When you have 20-30 people working on a project, disagreements and cross purposes occur. Everyone looks to see how upset the leader is going to get. Remember that you set the tone.

Set Goals

Set a number of attendees, stick to that goal, and close registration when you reach it. This is an unpopular thing to do, and no one likes that responsibility, but you do a disservice to the ones who have registered early when you crowd in more than you had planned for.

Be a Servant

As a church sponsoring an event, your role is that of a servant (or servants). During the event, take the posture of a servant!

Purpose

Why is it so important to mention purpose? Isn't the purpose to have an event? Isn't the purpose to get through the event with no major catastrophes? Isn't the purpose to stay within the budget? There can be a lot of purposes, all good, but the most important purpose for having an event is to bring honor and glory to the Lord!

What brings honor and glory to the Lord?

- Changed lives and restored homes
- A time of spiritual restoration
- Seed-planting resulting in salvation
- God receiving all the credit

How can you go wrong planning and conducting an event with that as your purpose?

SBC Event Forms

These forms should be completed for all events whether on or off Salem campuses—if it's a church ministry hosting the event. **All events will be presented on Tuesday's for approval.**

SBC EVENT OVERVIEW

This Event's Audience:

This Event's Purpose:

This Event's Objectives:

1.

2.

3.

4.

How does this event fit our ministry vision/goal?

What elements are vital to make this event effective?

With whom can we partner to make this event more effective?

What parallel events are happening at or around this event?

FINANCIAL WORKSHEET

INCOME

Budgeted Amount \$ _____
Ticket Sales \$ ___ N/A _____
Fundraising \$ ___ N/A _____
Other \$ _____
TOTAL INCOME \$ _____

EXPENSES

Speaker(s)/Musician(s)/Other Guests

A. Travel/Airfare \$ _____
B. Honoraria/Fees \$ ___ N/A _____
C. Lodging \$ _____
D. Meals \$ _____
E. Local Transportation \$ _____
F. Other \$ _____

Subtotal \$ _____

Event Meal(s)

A. Caterer \$ _____
B. Centerpieces \$ _____
C. Tablecloths \$ _____
D. Favors \$ _____
E. Other Decorations \$ _____

Subtotal \$ _____

Publicity

A. Newspaper/TV/Radio \$ _____
B. Other \$ _____

Subtotal \$ _____

Venue

A. Facility Rental \$ _____
B. Equipment Rental \$ _____
C. Other \$ _____

Subtotal \$ _____

TOTAL EXPENSE \$ _____

BUILDING/FACILITY USE REQUEST FORM

Ministry or Event: _____

Date requested: _____

Event Coordinator: _____

E-mail: _____

Home Phone: _____ Cell Phone: _____

Room(s) / Area(s) Requested: _____

(room setup diagram on next page)

Specific Date(s): _____ Day(s) of Week: _____ Entry Time: _____ Departure Time: _____

List activities/purpose of event:

Number of person to be present: _____

Number of chaperones 21 or older to be present: _____

Adult group
(19 years or older) ____ Youth group (18 years of age or under)

Is this an SBC-sponsored or SBC-budgeted event? ____ Yes ____ No (See Fee Schedule)

Will set-up / clean-up be done within your group? ____ Yes ____ No (See Fee Schedule)

----- **CHURCH OFFICE USE ONLY** -----

ACTION: ____ Approved (Application accepted.) ____ Denied

Fees Due: \$ _____

COMMENT: _____

Authorized Signature: _____ Date: _____

Entered on Church Calendar: _____

Copy To: _____

SETUP INSTRUCTIONS FOR BUILDING/FACILITY USE APPLICATION

Requested by: _____

Room Requested: _____

DIAGRAM OF ROOM SET UP

(Please draw diagram showing location and number of chairs, tables, other special equipment needs, etc.; include location of doors, windows, etc. so that facility staff will have an orientation of the room. A diagram will be needed for each room.)

Special Equipment and/or Needs

- ____ White Marker Board
- ____ Extension Cord
- ____ Easel
- ____ Projector
- ____ Laptop
- ____ Sound System
- ____ Round Tables ____ 6 ft Tables ____ 8 ft Tables
- ____ Chairs
- ____ Linens
- ____ Speaker Stand/Lectern
- ____ TV w/ VCR/DVD
- ____ Other: _____
- ____ Other: _____

DRAW ROOM SETUP

SBC MINISTRY EVENT CHECKLIST

Event: _____

Event Date(s): _____

Start Time: _____ End Time: _____

Approximate Attendance: _____

Date Completed & Person Responsible

INITIAL CONTACT WITH THE GROUP

Confirm the dates for the events and all subsequent meetings

Agree upon physical arrangements (rooms and setup)

Clarify equipment needs

Clarify food needs

Agree upon cost, if any

STAFFING

Prepare and delegate staff assignments

Select and invite guest speakers

Select musicians, soloists, etc.

Honorariums, etc.

PUBLICITY/PRINTING

Decide upon title/theme

Prepare a letter or brochure and necessary signs

Arrange mailings

Misc. pieces: postcards, note cards, event evaluations, visitor cards,
childcare cards, stationary, decision cards, program booklet

Place event on church website & newsletter, PowerPoint

Printing needs: How many of each? Type of paper? Ink color(s)?

FACILITY PREPARATION

Sanctuary

Fellowship Hall

Kitchen

Nursery

Additional Rooms (# _____)

PROGRAM PREPARATION

Emcee appointed

Special music selected

Special announcements determined

Persons involved informed of their responsibility

Time limitation discussed with all participants

EQUIPMENT PREPARATION

Audio-visual needs (i.e. sound system, piano, PowerPoint, portable Projector and/or sound system, etc.)

Podium (# _____)

Chairs (# _____)

Tables (# _____)

Display and registration area with table and chairs

Name tags

Registration forms, if needed

Marking pens

Money box and change

Rented equipment will be provided by the following:

Company / Person _____ Phone _____

FOOD PREPARATION

Table and chairs for meal (room setup form completed)

Coffee, hot water, tea, cream & sugar, etc.

Menu

Extension cords

Any necessary cabinet keys

Trash containers

Table decorations

Silver, dishes (real or paper?), napkins, etc.

Adequate volunteers for serving

Special area for dirty dishes

Clean-up (custodial needs)

OTHER SPECIAL NEEDS

Deaf interpretation

If childcare in use, access to parent pager system

Decorations

FOLLOW UP

Special thank you notes written

Cost analysis completed

Special commitments and promises followed up

PUBLIC RELATIONS INTAKE FORM

Submit to Pastor Latasha Davis if publicity within the church is desired:

From: _____

Event Chairperson Ministry/Event

Phone Email address

Event

I am requesting publicity in the following manner:

- Website request
- Facebook/Instagram
- E-mail blast (Top 5)
- Digital signage/Announcement loop
- Posters

Other needed information: _____

Event materials: are attached are not attached

SBC AUDIO-VISUAL/MEDIA WORK ORDER REQUEST

Section A: Information on Requested Work

Date Requested: _____ Requested by: _____

Event Chairperson: _____

Phone No.: _____

Date(s) of Event: _____ Time(s): _____

Type of Event: _____

Rooms to be Used: _____

Is the Event to be Recorded? _____ If so, what media is desired? _____

Note: A meeting with the Minister of Music or Technical Director will be required at least three months prior to the event to review the scope of event needs.

List Separately the Equipment Needed:

Other Needs/Comments:

(Please attach any other pertinent information)

Section B: Audio-Visual Department Use Only

Date Received: _____ By: _____

Assigned To: _____

Comments: _____

SBC SOUND & LIGHTING WORK ORDER REQUEST

Section A: Information on Requested Work

Date Requested: _____ Requested by: _____

Event Chairperson: _____

Phone No.: _____

Date(s) of Event: _____ Time(s): _____

Type of Event: _____

Rooms to be Used: _____

Is the Event to be Recorded? _____ If so, what media is desired? _____

Note: A meeting with the Minister of Music or Technical Director will be required at least three months prior to the event to review the scope of event needs (including types of microphones required, boom-stands required, etc.).

Sound Needed:

(include number of microphones and stands needed; Include if portable sound systems & speakers required)

Lighting Needed: (include spotlights, if needed)

Other Needs/Comments:

(Please attach any other pertinent information)

Section B: Sound & Lighting Department Use Only

Date Received: _____ By: _____

Assigned To: _____

Comments: _____

SBC Event Evaluation

Event _____ Date _____

Please circle the number which best represents your opinion and complete the statements with your thoughts. When you have completed this evaluation, please place it in the designated area. Thank you for your assistance. This form should be completed 2 weeks after the event and emailed to the Lead Pastor of Ministries.

Questions	Poor - Excellent				
Overall rating of this event	1	2	3	4	5
Materials distributed	1	2	3	4	5
How well this event met your objectives	1	2	3	4	5
Facilities environment	1	2	3	4	5
Other: _____	1	2	3	4	5
Other: _____	1	2	3	4	5

How did you hear about this event?

Brochure Radio Friend Event Leader Newspaper
 Newsletter Website E-mail Other _____

Would you recommend this event to other people? Yes No

The best thing about this event was

If I could change one thing about this event, I would

What topics would be most beneficial for the next event?

Please make any additional comments

Optional Information:

Name: _____

Address: _____

Phone: _____ E-mail: _____

SBC Event Debriefing Sheet

The objectives that were met and how:

*

*

*

*

The target audience that was reached (who came):

What went well?

What was not as good as we had hoped?

What do we repeat/not repeat?

What needs to be done now to maximize our gain?

Is this event worth repeating (effort/resources spent vs. outcome)?

If the event is to be repeated, when will it be scheduled for next year?

- NOTES -