

# Shroud Encounter

## Promotion Guidelines

*“Field of Dreams?—Nonsense!  
Build it and they will NOT come unless they know about it.”*  
--Source unknown

### **Standard Stuff:**

**Posters:** Print 11x17 or larger and place in high traffic areas at least three weeks out. Get a volunteer to bring to businesses or other churches who may be willing to help promote the event.

**Flyers:** Posters can be reduced in size for flyers or for bulletin inserts. Distribute liberally.

**Press release w/press photo:** Most newspapers will carry the entire release along with press photo. Distribute to all daily and weekly newspapers in the area.

- Daily papers: Ten days in advance
- Weekly papers: Two weeks in advance

Send release and press photo via email to the appropriate editor. You will need to call for this information unless it is on their website. For larger daily papers, request to speak to the editor or reporter who handles religion. Let him/her know I am coming and that I am available by phone for an interview. The Shroud is a newsworthy subject and many papers will do a feature story especially around Lent.

Here is a link to the story that ran on the front page of the Baltimore Sun!  
<http://www.baltimoresun.com/news/maryland/baltimore-city/north-baltimore/bs-md-shroud-of-turin-20131009,0,1674675.story>

DO NOT NEGLECT FREE PUBLICITY!

**Promo Blurb:** Very different from the press release. It is the exact same wording as used in the video promo spot. It is short and more appropriate for bulletins, flyers, website, email blasts or any place where you plan to promote the event and need something short and catchy.

## **Digital and Social Media:**

*A 60-second promotional video is produced for each event with a local tag promoting time, date and place. This is custom made to make full use of digital and social media.*

**Website:** Post video on your own website by linking from Shroud Encounter's Vimeo site where all promo's are available for streaming. Here is a SAMPLE: <http://vimeo.com/72051841> We will send your promo spot via email.

**Website Ads:** We have several ads you can use on your website to promote the event. Make the ad "clickable" by linking to the promo spot. Consider using the text from the Promo Blurb for another "landing page" on your website using press photo and other photos.

Link to Ads: <http://shroudencounter.com/bannerads.php>

Link to other pictures: <http://shroudencounter.com/pressphoto.php>

**Email blast:** Send video link along with text from *Promo Blurb* to all who may be interested in attending AND all those who may be willing to help promote the event. Always ask that they forward to others who may be interested.

**Facebook:** This may be the most important one of all.

- Post to your FB page frequently. Always include link to video.
- Starting 7 days ahead...begin a countdown and post daily.
- Encourage "friends" to post to their pages as well.
- Create an "event" and select those who you would like to invite.
- Get the youth involved---they are social media experts!

**Twitter:** If you have a Twitter account, consider doing a daily countdown to the event by posting a tweet with link to the video.

**Selling Tickets?** Get a team of volunteers to help. Staff tables in high traffic areas for advance sale of tickets three weeks in advance of event. Make it visual with over-sized posters and lots of flyers.

**Constant Contact:** A good tool to create attractive emails for advance sale of tickets. Set up weekly email blasts with a link to a *PayPal* account where tickets can be purchased using any major credit card. Purchaser does not need to have a *PayPal* account for purchase.