

Eaglecrest Counseling Center's Conference Series

Marketing Suggestions for Hosting a ECC Conference

1. Begin marketing/announcing ASAP... but at least 3 months in advance. Earlier announcements should be more spaced out. Increase visibility as conference approaches. Should be promoted from the pulpit periodically and especially during the final month before the conference.
2. Should consider promoting as “enrichment” as much or more so than for couples who are “struggling” because more couples will be willing to sign up if they don’t think it’s going to make them appear to have problems...but those who are struggling will still sign up as well.
3. Choose ticket price that fits your market. We suggest \$30 per/ person (\$60 per/couple). You may want to consider discounting the tickets \$5 for early registration and for groups of 10 or more.
4. Consider offering incentives to help involve other local churches. May offer pastors and wives a discounted rate. May offer coordinators at other churches a free pair of tickets if they sign up 10 or more couples (or a free pair for every group of 10 couples they sign up...30 couples = 3 free pairs of tickets). Free ticket could then be used to reward the coordinator for their hard work by letting them come from free... or might be used to bless a couple in their church who couldn’t afford to come otherwise.

5. Send personal invitation --- pastor to pastor --- to local churches announcing the conference and encouraging them to invite their congregation. Include any marketing material they could use in their bulletins or newsletters.

6. Use local newspapers, television and radio stations to promote conference. Be sure to search out any FREE announcements that may be available to you as a non-profit organization (PSA's). Consider partnering with a local Christian radio station as co-hosts of the event with them providing the air time as their part of the contribution. Ask the local radio stations to set aside a time to have Dr. Cherry on the air (in person or via phone) sometime during the week before the conference.