



Church Communications: Theology and Practices

Marketing, Branding, & Relevancy for United Church Congregations

How do we as local congregations make our best impressions? How can we share the gifts of our ministry and mission with neighbours who don't know who we are or what we stand for? If it's time for your congregation to develop or improve your communications strategies, this event is for you.

When: Saturday, April 28, 2018
10:00 am to 3:00 pm

Where: Cummer Ave. United Church
53 Cummer Avenue
North York, ON

Register online at <https://unitedchurchbrandingworkshop.eventbrite.ca>

Cost: \$30.00 per person to a maximum of \$100 per congregational team. Lunch will be provided. Please notify us of any dietary restrictions.

Questions: Contact Ali Hayes at
Toronto United Church Council
(905) 771-5124 or ali@tucc.ca

Led by **Jason Meyers**, a digital communications consultant with over 15 years of experience and a Masters of Divinity student at Emmanuel College, and **Janet Marshall** the director of the Centre for Church Development and Leadership, this workshop will cover:

- Why we communicate – our Gospel call to extend meaningful and relevant invitations to those who hunger for spiritual food
- Who we are communicating with – understanding and respecting our audience
- How we most effectively speak to our neighbours
- What sorts of guidelines and practices will support effective, consistent and clear messages

This is a hands-on event. By the end of the day you will have a draft plan for improving your communications.

To get the most from the experience bring a team from your pastoral charge who are ready to dig in and create an engaging communications strategy for your church. Please register beforehand so that Jason and Janet can connect with you before the event to help you prepare to get the most out of the day.

"We're leaving with so much energy and so many practical and creative new ideas – we're definitely going to follow up!"

Hosted by:

