

Purpose:

this 15-point checklist provides essentials for Agape events/meetings.



1. If you would like graphics, a church wide text, email alert, or streaming capabilities, adhere to the Agape Marketing/Production protocols to ensure that your event receives the promotion it deserves. All graphics/video requests must be made 4 WEEKS PRIOR of marketing campaign or 8 WEEKS if print materials are needed. Requests must be submitted and approved, before any public announcements. If you have an urgent request, please email marketing@agapecenter.org
2. Meet with your team to map out the who, what, where, when and why of your event. Submit proposal to your ministry lead within 90 days of event (or ASAP).
3. If registration is required, make it available via text, app, QR code/website. Create autoreplies so that, upon completion, participants know next steps. Add graphics for clarity.
4. All meetings/events should range between 60-90 minutes. Create an agenda that considers setup, production needs, and breakdown.
5. The Agape logo, the theme of your event and your name (if you are serving) should always be apparent. Think through what your team will wear and how they will manage the online space so that attendees can differentiate ministry members from participating attendees.
6. Arrive online/in-person 30-60 minutes prior to event. Test everything. Your setup, audio/visual music/ambiance should reflect the excellence you wish to convey.
7. Your event is like inviting guests to your home. No visitor should arrive before your team. No guest should leave after you. What kind of experience do you want them to feel? Create an environment in-person and online that engages all 5 senses.
8. Prior to your event/meeting, call each registrant to confirm their attendance or delegate a team of people to do so. Create a script so everyone is speaking the same language.
9. Text/email reminders the week of, and the day of. All reminders should include the time, location/address and a link for easy access.
10. Prepare signage throughout the building/virtually. Multiple touch points reach everyone.
11. If your event is a hybrid one, assign an online host and an in-person host to engage the chat and the room. Inform and remind all presenters/participants to constantly engage both audiences (those in the room and those online).
12. Start on time; end early. Remember that people have multiple responsibilities. Their time is the only currency we have. Let's not waste it.
13. Take attendance electronically and create a short and simple survey at the end of every event/meeting. Ask attendees to complete the survey before leaving.
14. Send a heartfelt email and text message thanking them for coming and re-submit the survey in said email. Ask them to complete it within 24 hours.
15. Complete the post-event Agape form (text POST EVENT to 797979) so that Pastor Powell can receive a succinct recap within 24 hours.

7 Tips – “First Impressions are lasting impressions”

1. Make sure to introduce everyone at the beginning
2. Ensure that you have a clean, church appropriate background
3. Look into the camera when talking, instead of looking at yourself
4. Eliminate distractions and focus on the purpose for which you have gathered
5. Be aware of your audio and video settings
6. Only invite meeting participants who need to be there
7. If you're the host, stick around