



St. Augustine Event Communication Plan

Event Name	
Date(s)	
Hours	
Sponsoring Committee	
Event Chair/Main Contact	
Primary target audience (internal/external outreach)	
Ticket Cost	
Committee Members:	

Communication schedule

Item	Communication piece	Responsible	Target distribution date (6- 8 weeks before event)	Status	Notes
Advertising	Slide for announcements				
	Flyer for handouts				
	Social Media				
	Bulletin Write-up				
	Canterbury Tales Write-up		Due on 12 th of each month		
	Exterior sign needed Y/N				
	Ad in local papers needed Y/N				
		Responsible	Needed by	Status	Notes
Tickets	Design				
	Donation amount				
	Printing				
	Sales – pre/door				

Communication Channels	Status				
Pastor Liz					
Communication Committee					
AV					
	Item	Responsible	Needed by	Status	Notes
Tasks	Products to order				
	Food				
	Decorations				
	Set-up				
	Cleanup				
	Entertainment				
	Bar				
	Silent Auction				
	Additional AV				
	Permits				
	Cash Drawer				
	Servers				
	Childcare				
Misc					

