

A Way to Increase Your Attendance: Letting Your Women Get to Know Me

Planners,

I'm so honored to be speaking for your event! For three years, I was a women's ministry director, so I know how difficult it is to build attendance for your event. I've run across some very helpful info, so I wanted to pass it on as a service to you.

First, I'm reprinting an article by **Gina Duke** with permission from **WomensMinistry.Net**. If you haven't connected with them, I highly recommend them as a resource for your women's ministry. Here's the article:

So, you are planning a women's conference. Congratulations! It's no secret that you've got your work cut out for you. And no doubt, you are hoping to draw a multitude of women from the north, south, east and west to attend the event. As such, you are looking high and low for some ideas to guarantee high attendance.

My tip is to **increase awareness of your speaker among your audience**. Whether or not your speaker is nationally known, she may still be relatively unknown to the women of your church. Obviously, you are very excited to have this speaker, and you want the ladies of your church to be equally excited. After all, women who are excited about the speaker, will be sure to attend the event. And they will invite their friends to come. And their friends will invite theirs, and voila – you have a well-attended event and women are hearing the life-transforming Truth of the Gospel.

So, how do you acquaint your audience with the event speaker to increase attendance?

Build a strategic introduction plan that incorporates the following initiatives:

- Introduce your speaker at a big reveal. This creates momentum for your scheduled event.
- Conduct a "media blitz" by hanging well-designed event posters throughout your church. Add the event to your church website in addition to weekly bulletins.
- Feature the speaker's published books in your church library, book club and Bible studies.
- Share her blog posts on your women's ministry Facebook page or forward them in an email.
- Does she have YouTube videos? If so, consider how you can share them in Bible studies and in social media.
- Encourage your women to follow the speaker on social media and subscribe to her blog. Let the speaker help you! Many speakers have witty tweets and engaging blog posts that will endear your women to them.
- Host a challenge! When a speaker has multiple Bible studies or books, announce that those who complete them all will get to attend a special luncheon with the speaker during the event (if she is agreeable), or something equally enticing.

For any initiative, awareness will get you to 50% of your goal. Therefore, adding these components to your event marketing plan are key ways to ensure higher attendance at your next event.

Share With Us: How have you created awareness for your event speaker?



Award-winning author Gina Duke is a wife, mom and Director of Women's Ministry at First Baptist Church in Portland, Tennessee. Through her book, Organizing Your Prayer Closet: A New and Life-Changing Way to Pray, she imparts 1 Peter 4:7 with the gift of structured prayer journaling. [Click here](#) to learn more about Gina's new ebook project, Publishing Dreams.

I hope the article was helpful! I also had an event planner ask me for several questions that related to my message so that she could use them on Facebook. She used the questions and links to my website to help her women feel connected to me before the event. Here's what it looked like:

A screenshot of a Facebook post and its comments. The post is from Amy Carroll, titled "Amy's Story - Amy Carroll". The post text says: "Amy's Story I'm so glad you're here today! I'm Amy Carroll, speaker for Proverbs 31 Ministries, speaker coach for Next Step Speaker Services, and author of Breaking Up with Perfect (July 2015 release). I have a passion for growing my relationships deeper, and AMYCARROLL.ORG". The post has a photo of Amy Carroll holding yellow flowers. Below the post, there are several comments. One comment from Tanya Patxot says: "I have been to a fellowship and had a great time. The women are so encouraging. December 19, 2013". Another comment from Tris And Adam Bullock says: "January 19, 2015 - 9 Reviews". There is also a comment from Amy Dohm Carroll: "Can't wait to meet y'all! I'm glad we have so much in common." and a comment from Women of Worth River of Life Worship Center: "Yay!!!". The post also has a "REVIEWS" section on the left showing a 4.7 star rating from 12 reviews.

Great idea, right? Also, I will send you a personal video invitation for your women. You can use it on social networks and/or at your church services. Feel free to combine it with my sample video if you'd like to let your women see a little of my style.

In His great Love,

Amy