

Ultimate Comedy Theater

Promotional Timetable / Check List:

Review Objectives:

1) Members & Staff invite un-churched

2) Obliterate misconceptions of invited guest

3) Positive experience in an unknown environment for guest

UCT Promo Items:

1) Posters

2) Promo clips

3) Tickets

Assemble a promo team (2-6 people)

UCT Review posters, confirms ticket order, etc.

Event volunteers (8-10) per show

Week 4 prior to the event

Announcement:

Who, how and why to invite (***Show Promo Clip***)

**E-mail Blast #1** with [www.kennkington.com](http://www.kennkington.com) link.

Week 3 Prior to the event

Staff: review of who is inviting whom

Bulletin: invitation cards available, tickets on sale

Show Comedy clips and announce tickets on sale

Week 2 Prior to the event

UCT Sends

1) AV Pre-show Music & Power point

2) Event plan

Ministry leader push

Bulletin announcement

Show Comedy Clip

Tickets on sale

Week 1 prior to the event

Bulletin

Tickets (usually the busiest week of sales)

E-mail Blast #2 [www.kennkington.com](http://www.kennkington.com) link to actual clips.

Week of the event:

Expect rush on tickets (over sell shows by 5-10% is fine)

Possible venue ***Options*** to create the atmosphere:

Old B/W comedy movies in foyer projected w/out sound

Stage lit or back drop that is different from normal Sunday

Volunteers dressed similar with same color T-shirts

Confirm Screens for Preshow DVD(Provided)

Sit with your friend and enjoy the show