

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