

# COMMUNICATIONS WORKSHOP

CONDUCTED BY THE PRESBYTERIAN MISSION AGENCY

LOCATION: THE SOUTHWEST MINNESOTA SYNOD OFFICE

175 EAST BRIDGE STREET, REDWOOD FALLS

WHEN: THURSDAY, APRIL 21, FROM 9:00–3:00.



This workshop is for church leaders, church office staff and anyone interested in learning about communications.

What do you want your community to know about your church? Are you looking for ways to share God's love through social media? Does your church have a well-thought-out communications plan—for both internal and external audiences? Create excitement and energy in your congregation by using simple, but

powerful communications tools. You don't have to have a huge budget or a large staff to effectively tell the story of your work inside and outside the church walls.

This daylong workshop, conducted by communications professionals on the Presbyterian Mission Agency staff, will give you tips and techniques to better reach your audience. They'll offer insights and guidelines on creating a communications plan for your congregation, discuss the "do's and don'ts of media relations and "pitching" stories to your local media. You'll learn proven techniques for using social media tools like Facebook and Twitter and leave with tips that will make your communications more effective and help increase your reach.



PRESBYTERY OF MINNESOTA VALLEYS  
4055 Abbott Drive  
Willmar MN 56201

## COMMUNICATIONS WORKSHOP REGISTRATION FORM

Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone(s) \_\_\_\_\_

*This event is free, thanks to congregations' mission support to the presbytery.  
Please mail registration form to the presbytery office by April 14.*