

CONFERENCE BROCHURE TASKS

INFORMATION TO BE GATHERED

- Select theme for Conference – Board
- Send theme to PUB – CON
- Select Main Photo idea based on theme– PUB
- Send main photo idea to PHO – PUB
- Select individuals for photo shoot – PUB
- Contact individuals and coordinate photo shoot – PHO
- Shoot photo – PHO
- Select main Father/Son retreat & Mother/Daughter tea photos – PUB
- If shooting new photos, PUB and PHO use same process as for main photo
- Select Misc. photos – PUB
 - To be used as filler in empty spaces
- Send Speaker information to PUB – SPE
 - Keynote/Featured
 - Speakers
 - Titles
 - Photos
 - Bios
 - Workshop
 - Speakers
 - Titles
- Send Family Night info. to PUB – MD
- Send Chorale info. to PUB – MD
- Send Vendor Hall info. to PUB – VEN
- Send General Conference info. to PUB – CON
- Send basic conference schedule to PUB – CON
- Send registration info. to PUB – REG
- Send Day at the Capitol info. to PUB – CON
- Send Kick-off picnic details to PUB – KOP
- Send Father/Son info. to PUB – FSR
- Send Mother/Daughter info. to PUB – MDT
- Send Support Group conference info. to PUB – CON
- Send Appreciation Banquet details to PUB – AB
- Send number of people in mailing list to PUB– DATA
- Send mailing list to NCOA for deduping – DATA
- Send mailing list to PUB – DATA
- Send mailing list to printer – PUB

DESIGN

- Format all copy in Word Doc in basic conference brochure layout – PUB
- Decide sub-theme for inside of brochure – PUB
- Write short, descriptive phrases for various places in brochure – PUB
- Send copy to Executive Director for approval – PUB
- Send copy changes to PUB – Executive Director
- Send finalized copy to GD – PUB

CHRISTIAN HERITAGE BROCHURE TASKS (continued):

- Send proof of PDF to PUB - GD
- Proof PDF version from GD – PUB
 - Edit carefully both text and layout
- Forward proofs to Executive Director - PUB
- Submit all changes to GD – PUB
- Repeat process with new proofs until all information and layout is satisfactory

PRINTING

- Select printer - PUB
- Send final proof to printer – GD
- Determine number of brochures/inserts to be printed – PUB
 - Confer with Executive Director – DATA, PBL
- Determine number of brochures/inserts to be mailed – PUB
 - Confer with DATA
- Coordinate delivery of brochures to PBL – PUB