

First Impressions

Connecting your congregation and community in the digital age

Saturday, May 12, 2018

9:00 am - 3:00 pm

@ Roanoke Mennonite Church
1195 County Road 1600 East
Eureka, IL 61530

Cost: \$35 (includes lunch)

Register online at:

imcfirstimpressions.eventbrite.com

People used to form a first impression of your church when they walked through the front doors on Sunday morning. **Now they do it with a google search.**

What they discover about your church on the internet will shape their first impression of your church.

Will they encounter a clear and consistent message?

Will they get an accurate view of your church by what they see, read, and hear?

There are incredible, affordable - and even free - communication tools that congregations can use to make a positive first impression. **How do you use them effectively?**

This workshop will help you...

- Sharpen your church's core message.
- Evaluate which online communication tools (website, Facebook, twitter, etc.) fit your resources and capacity.
- Plan a communication strategy that works.

This event is for anyone in your congregation that helps shape public messages through email, websites, and social media.

About Our Presenter: Dustin Wyse-Fisher is an educator and designer in central Illinois. He spends most of his time teaching graphic design and multimedia at an area community college. For more than a decade, he has worked as a freelance designer and printer, most recently overseeing web services at a small liberal arts college managing all aspects of the college's online presence.



Illinois Mennonite Conference

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