

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)

To register, fill out and send the registration form below, with payment made out to:

Illinois Mennonite Conference
P. O. Box 3
Tremont, IL 61568

Or 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, and 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.



REGISTRATION: FIRST IMPRESSIONS (Detach and mail to IMC, P.O. Box 3, Tremont, IL 61568. Make Payment out to Illinois Mennonite Conference)

Name: _____ Email: _____

Address: _____ Phone: _____

City: _____ State: _____ Zip: _____

I have the following dietary restrictions: _____

