

# KINGDOM FESTIVAL GOD BLESS NATIONS SUMMIT

KINGDOM FESTIVAL PUBLICITY DEPARTMENT



PRESENTS



HOST  
BISHOP DR  
LUKE MWANGI

# KENYA KINGDOM Festival

**MEGA LAUNCH  
@KASARANI STADIUM**

**THEME : RAISING KINGDOM CHAMPIONS**

*GOD BLESS KENYA MOVEMENT - THY KINGDOM COME*

# KINGDOM FESTIVAL- GOD BLESS NATIONS SUMMIT

## KINGDOM FESTIVAL PUBLICITY DEPT

Our festival event publicity and promotion department will work promote our global, national and county events using the following way.

**1. Use our websites [www.kenyakingdomfestival.org](http://www.kenyakingdomfestival.org) and [www.helpersafrica.org](http://www.helpersafrica.org) sharing the links to whatsapp groups, emails to corporates, sms data base combined with invitation in all publicity materials videos, posters, handbills, media adverts, using socio media champions, radio adverts etc.**

Consider these tips to immerse potential attendees in an optimal event website experience:

- We have Focused on good designs: Design the site to entice your audience, using photos, videos, and eye-catching event branding.
- We shall Implement clear calls to action (CTAs): Strategically place CTAs in highly visible areas across your website to make registering for your event a seamless and simple process. You might want to test CTA placement, copy, and even button color to see what drives results.
- Include sharing functionality: Include social media and email sharing buttons so your future attendees can easily help you spread the word.
- Optimize for search engines: You'll attract more visitors to your website if you optimize it to play well with search engines. Consider helpful tools like Moz and Ubersuggest to employ some basic search engine optimization (SEO) tactics like helping search engines find and crawl your site through simple navigation, conducting keyword research to determine what you want to rank for based on your audience, and creating high-quality on-site content that includes keywords from your research.

**2. We shall Offer early bird registration through online and through organized groups through Pastors fellowships, professional workplace fellowships, existing and ongoing fellowships, sports groups, Community groups annually and in 90 days publicity.**

Think about tapping into that kind of experience with add-ons like:

- Premium swag bags
- VIP networking lounges
- Special access to event content
- Celebrity or speaker meet-and-greets
- Coffee, or gourmet food tastings
- Exclusive access to private workshops or activities

The novelty and prestige of exclusivity-based promotions not only help compel people to register. They can also be priced at a premium to generate additional ticket sales and revenue streams for your event.

**3. Event promotion tents in marketplaces, malls, parks, institutions, existing events, ASK shows exhibitions the team will need to list such make arrangements to help a fresh set of attendees find our event. Listing it on free event marketplaces where people look to find out about new and upcoming events.**

**4. Employ personalized email marketing look out for event masters who have email data bases and companies that run email directories of various groups email communications. Maximize our success by:**

- Segmenting your databases to identify people who have shared characteristics
- Tailoring email messaging to recipients' needs and interests

- Customizing calls-to-action (CTAs) based on email engagement metrics
- Creating relevant subject lines based on popular topics or past attendance
- A/B testing subject lines, content, and CTAs, then optimizing based on results

We shall get colleagues in on the email action to give your promotions an added boost. Ask your workers and registered delegates to send personal emails to their customers, prospects, partners, or other people in their networks. And, provide your team with the link to your event website, so they can add it to their email signature lines.

5. Hail content as event marketing's **kings and champions. So, how can event professionals use content to drive registrations and attendance. High-quality content often involves a significant amount of work, but consider these possibilities to lighten the load:**

- Partner with brands and creators who can contribute valuable content.
- Tap into subject matter experts and content creators within your organization for events.
- Share testimonials and stories from past event attendees and partners. - We need to get thousand who have attended our meetings to testify.
- Repurpose existing content from previous events.

Repurposing content alleviates the pressure of spinning up something new every time. Instead, you can take what you already have and reshape it for different uses.

**6. Partner up on event promoters-** You know the old saying: You scratch my back, and I'll scratch yours. Get a **promotional boost by taking a symbiotic approach to marketing your event. Seek to join forces with sponsors, speakers, and other event partners to expand your overall audience reach.**

- Invite speakers or sponsors to author guest blog posts that give potential attendees a glimpse into all they can learn at your event and give them yet another reason to register. <https://www.printshop.co.ke>
- Provide speakers, partners, sponsors, and attendees pre-written email templates and content so it's easy for them to share event promotions with their audiences.
- Send engaging social media posts and visual assets promoting the event to your key partners to post and share with their online networks. Not only will they stand to benefit from the pre-event publicity, but they'll also get a head start on engaging with your shared event community.

**7. We shall Host pre-event webinars and podcasts- Not quite sure what to talk about? Touch on topics related to your event's pillars.** **Invite guests, answer questions, and leave your audience eager to learn more. Speaking of,** don't forget to plug your event in your podcast or webinars. And, be sure to provide your viewing or listening audiences' with details around your event and how they can **easily register to attend. Webinars and podcasts can help you speak to a larger potential pool of attendees. But to make an even bigger splash, set your sights on the media.**

**8. We shall score attention from the press-** Readers and journalists value the trustworthiness of a press release and engaging, newsworthy ones command the most attention. **Craft a press release (or, better yet, lean on your public relations team to help) and include links to your event website. Then, use your press release to pitch targeted members of the press by highlighting stories with unique, evergreen, and timely angles aligned with different media outlets' topics and reader bases.**

**9. we shall Lean into free ticket donations-** **Contemplate donating tickets to a non-profit organization or association to increase awareness of your event. While you're spreading the love, your event will reap the benefits because today's audiences admire** **brands aligned with their social values and causes.**

**10. We shall Speak out to today's event audiences** **- Tap partners and people within your organization to speak at other events with audiences similar to the one you're looking to attract. Advise your speakers to build their presentations around a thought leadership-**led topic that's tangentially related to your event. After they've wowed

the audience by dropping knowledge bombs, they can end their presentation by inviting potential attendees to learn more by registering for your upcoming event.

**11. We shall Design eye-catching event infographics-** Nearly two-thirds of consumers want companies to connect with them on social media. With that in mind, post infographics on social channels to help gain traction.

**12. We shall use social media tags.** Provide event hashtag so they can keep up on the latest event news and conversation. Include your hashtag in the promotional content you share online to build anticipation and enthusiasm for your event. Using an event hashtag also provides your community with a way to stay connected while sharing user-generated content (UGC). This not only tightens bonds within your community. The resulting UGC and word-of-mouth marketing can also help attract more potential attendees and, in turn, increase ticket sales and registrations. Keep the social conversations going by including your hashtag in the posts you share pre-, during, and post-event. And make it easy for your event community to continue interacting on social channels using one familiar, easy-to-remember hashtag. Just make sure your chosen hashtag hasn't already been used for something else.

**13. We shall use video to tease your event.** We shall go beyond creating infographics with videos, motion-graphics, and short-form filmed testimonials to share on social media channels, behind-the-scenes, sneak-peek videos give the event audience a glimpse into the valuable experience awaiting them. Not only does video build enthusiasm, it also increases the likelihood of social sharing because it follows the maxim: "Show. Don't tell." Plus, many social media algorithms reportedly tend to favor video content. Consider co-promoting your promotional videos with sponsors, speakers, and potential influencers on social media to reach a larger audience.

**14. We shall use Live stream your event content.** It makes sense — they're synchronously getting the most up-to-date and exciting scoop on an upcoming event. Plus, they can share their excitement with others in real time. Live streaming our event to social media channels can help you score some last-minute registrations. Plus, you can repurpose the stream for additional marketing activities after the event is over. And getting more eyes on your social media feed helps grow your event community.

**15. Invite influencers to help promote your event-** we shall look out to social media champions whom we shall also recognize and honor by teaming up with influencers, you can seize the marketing moment — and their sway — to drive interest in attending your event.

**16. We shall turn registrants into event ambassadors-** Loyal community members already value your brand and are excited to attend your event. So why not let these folks help give your event promotion a boost. Consider creating a referral program to incentivize loyal members of your audience to tout your event. To get started, create shareable event marketing content that's likely to resonate with your audience and then let your brand ambassadors do the rest. Don't forget to provide them with **referral codes so you can track how many new** registrations result from their referrals. Then, think of some ways to express your gratitude to your event's top evangelists like:

- Awarding them with VIP status
- Sending them exclusive event swag
- Sharing their user-generated content
- Discounting their registration fees and/or ticket upgrades

**17. We shall Run irresistibly fun social media contests-** Games and friendly competition are often hard to resist. So, running social media contests and giveaways can inject an element of fun and playfulness into your event promotions.

- Start a motivating TikTok challenge

- Partner with event sponsors to host a themed giveaway
- Create a game that incentivizes attendees to interact to score pre-event swag
- Incentivize your audience to share ideas around a certain theme with a chance to win prizes (or have their idea featured)

Games and contests can also creatively nudge your event community to spread the word on social media.

**18. We shall Amplify the buzz with social advertising consider investing in paid advertising on social media platforms. While this event promotion idea comes with hard costs, it can be highly effective. Make sure you understand how to target your audience** so you're getting the most bang for your buck. One tactic is to create **look-a-like audiences based on your past events. This can help you reach new-but-similar audiences who are likely to be interested in your upcoming experience. Additionally, think back to your audience research to** determine which social media platform your audience prefers. That way, you'll allocate your spend where it **makes the most sense, and your social media promotions will run where similar online event communities can easily see them.**

**19. We shall stay top of mind with retargeting- Develop a safety net that catches potential registrants who might have slipped through the cracks for one reason or another. Search engine marketing (SEM) and social media retargeting are a few ways to keep your event top of mind and prompt ongoing consideration to attend. Craft your ad copy, visuals, and CTAs so your retargeting efforts create a relevant experience for your potential registrants. Since retargeting is all about reaching people who have already interacted with your brand, your ads will be conveniently positioned where your audience hangs out online. And, your event promotions will continue to make cameos reminding people to register soon.**

**20. We shall Orchestrate a celebrity surprise. We shall Use the human inclination toward name dropping to your advantage. Celebrities, musicians, authors, and admired industry thought leaders are an irresistible way to attract event registrants. Hinting at surprise celebrity appearances can pique audience curiosity and drive them to register for your event.**

**21. We shall Offer pre-event gifts and experiences- Remember we are not promising to simply host an event.** Rather, you're promoting an exceptional experience to your target audience. Tangible gifts and experiences help **build relationships with potential attendees because providing them with something thoughtful encourages reciprocity.** It's a pretty powerful way to tempt people to register. Select items and experiences that will complement your event's theme and provide value in your audience's day -to-day life. Let's look at some creative **ways to employ this event promotion:**

- Partner with sponsors for a co-branded and memorable giveaway.
- Mail or virtually deliver swag that elevates your message.
- Promise at-event raffles to intensify registrants' anticipation of the event.
- Treat attendees to virtual experiences like yoga, mixology, and cooking classes.

Aiming to offer value and delight at every touchpoint will have attendees eagerly recommending the event to everyone they think would benefit.

**22. We shall Inspire delight with direct mail- We shall focus VIP or high-value attendees in mind Make a strong first impression by sending a personalized experience in the mail CEOs, Marketers, Managers, MPs, Governors, lawyers, Architects, Head teachers etc (yes, we're talking about snail mail) that promotes the event and prompts registrations. Many marketers say that, while mailing print invitations does dip into the budget, campaigns using integrated direct mail tend to have a higher ROI than those without it. With gifts such as diaries, calendars etc.**

**23. We shall Secure sponsored slots in relevant newsletters national and regional- Look to expand your event registrations by securing a spot in a sponsored newsletter or email blast. This extends your reach by tapping into industry publications' and media outlets' email lists.**

**24. We shall also engage event marketing agency important to list best at national and county levels-Event organizers can save time and stress by hiring an event marketing agency to support from start to finish. If budget and time allow, tap into the expertise of a specialized agency to guide (and execute) your event promotion.**

| 25.<br>Platform            | Ease of Use                                                                     | Potential Reach | Drawbacks                                                                                                            | Targeting Options                             |
|----------------------------|---------------------------------------------------------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|
| 26. Email Marketing        | Easy (especially with a well maintained list)                                   | High            | Limited by the quality and amount of email addresses you have on your list. Spam filters can reduce deliverability.  | Narrow Targeting                              |
| 27.<br>Facebook Ads        | Setting up the ad is easy. Targeting can be tricky                              | High            | You need to understand targeting, Facebook ads, your audience and quality of the ad which can all affect the outcome | Adaptive. Broad and narrow targeting options. |
| 28<br>Twitter Ads          | Easy to set up                                                                  | High            | Targeting isn't as good and engagement on Twitter ads is generally lower so the cost per click is higher             | Adaptive. Broad and narrow targeting options. |
| 29<br>LinkedIn Ads         | Easy                                                                            | Medium          | It's more costly, but leads are often better converters.                                                             | Adaptive. Broad and narrow targeting options. |
| 30<br>AdWords              | Slightly more difficult to navigate for beginners                               | High            | For beginners it can feel like a stab in the dark. Cost varies based on keyword competition.                         | Highly targeted                               |
| 31<br>Organic Social Reach | Easy. The level of effort required will depend on the competition in your niche | High            | You'll always be limited by social platforms because you haven't paid.                                               | Broad targeting                               |

|                   |                                                             |        |                                                                                                                 |                                                      |
|-------------------|-------------------------------------------------------------|--------|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------|
| 32<br>Direct Mail | Medium. Difficult if you're doing the distribution yourself | Medium | There's not a lot of conversion data so while some campaigns are beneficial, others aren't. A lot of variables. | Broad and Targeted. Highly targeted for local events |
|-------------------|-------------------------------------------------------------|--------|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------|

**33. Pair up with partners and sponsor in various areas to bring their influence in the event- We shall secure a sponsors and partners consider ways to partner with them on promotions and marketing committed our event and are interested in its success, so they may be open to cross-promotional opportunities. When discussing a possible event sponsorship, offer ways your event can open promotional opportunities for both of you. The partnership should be mutually beneficial to make the strongest partnership.**

**33. We shall engage good will and brand ambassador or influencers of "influencer marketing" is the paid brand ambassador. Seek out people with vast online influence — celebrities, subject-matter experts, popular bloggers, and/or YouTube or TikTok stars. Enlist them (typically with honor win -win compensation) to create strategic and timely posts about your event. Use technology tools like SocialLadder to find, manage, and capitalize on social influencers in your sphere.**

**34. We shall Invest in professional graphic design and professional photography to capture future photos- Event brite data shows that the top two online spots people bounce to from an event page are YouTube and Google Images. Photographs set a vibe and answer eventgoers' questions about your event's atmosphere. Take well-lit photos that appropriately capture the ambiance and illustrate what people can expect at your event. Photography is also crucial for making the other techniques on this list — from advertising to email — more effective.**

**35. We shall Empower speakers, MC, facilitators and partners to promote our events- Our speakers, facilitators, service providers, sponsors, and partners have their own audience, waiting to be introduced to your event brand. We shall give them blurbs to share on social and imagery they can use to promote our event to their followers.**

**36. We shall turn attendees and workers into event ambassadors- Delegates should get fliers to invite others everyday as they live and given access to stream events in there You Tube and Facebook pages guests to be natural ambassadors. Show them a good time, and you can bet they'll be sharing their experiences with their friends and colleagues provide them with swag, or plenty of Instagram-able and TikTok-able moments; these will become conversation starters and get them singing event praises long after the party has ended.**

**37. We shall conduct strong Online registration through event websites, Facebook pages, You Tube etc with strong follow up tips to connect with new audiences.**

**38. We shall take advantage of event discovery sites- link up to Event brite by making our event more discoverable on Eventbrite. Our promotional channels highlight unique events worldwide to put them in front of interested audiences. Then we can share your Eventbrite event on other promotion websites to reach new audiences. Check out Ultimate Marketing Guide to see how we can get discovered online.**

**39. Enable native checkout- Once our event is on event discovery sites, we shall make it easy for people to register on stop without leaving the page using event distribution. The ability to register wherever event-goers are streamlines the customer experience. This eliminates the risk of ticket buyers getting distracted during checkout or bouncing because of a slow site load. Events that utilize Facebook's end-to-end checkout drive 2x more sales and free registrations on average than events redirecting to a ticketing page.**

**40. We shall engage in ad retargeting-** with the technology loop links to various website search engines something up online days later, you see ads for it on a completely different site to boost registration. Reach out to other local businesses to build your network and tap into their audience to promote your event.

**41. We shall Network with similar events hosted at county and national level for administration and sharing networks and database.** Organizing a brand new technology tradeshow and hoping to entice some of the crowd that's usually at Salesforce. Find events with the same demographics — but that aren't necessarily directly competitors — and team up with them to promote our upcoming event.

**42. We shall Gear our content marketing efforts toward thought leaders-** Create thoughtful content that positions your event brand as a thought leader using our 17 Summit and Festival highlights create and publish articles with Radio and TV shows in strong partnerships showcasing collaborations with recognized experts in your industry, sharing testimonials from reputable and recognizable names, and building our credibility by producing data-driven content for more people to trust our brand, the more likely they are to share and buy.

**42. We shall Integrate CRM-** It's a lot easier to manage your event community as a whole when the data from your event registrants go directly to your CRM. This will make it easy to segment and market to your attendees and have an organized list of people you can promote to now and later.

**43. We shall Connect a web analytics tool to learn from activity-** The more we know about how guests found you, the more informed you are in making decisions to promote in the right spaces online. Our registration platform should offer an analytics report and allow you to connect an analytics tool. This will give you valuable data, like how people are getting to our site and what motivates them to stay or purchase.

**44. We shall select people to tell positive stories and expectations in social media-** The Stories features on Snapchat, Instagram, and Facebook, along with the live video features available on TikTok, Facebook Live, and YouTube, are potential event marketing strategies. This is an intimate way to make people feel connected and more inspired to attend.

**45. We shall Create an infographic-** One of the most effective ways to get your content shared across the web is to develop visually engaging infographics that combine information with entertainment.

**46. We shall encourage widespread sharing of our event before and during the event** make it easy and enticing for attendees to share photos and videos from our event with their friends at home potential attendees at your next event.

**47. We shall Launch YouTube channels-** YouTube's popularity and ubiquity make it a perfect place to establish an online presence. We shall take advantage of the current demand for live video by streaming your event via YouTube Live in real-time to our audience.

**48. We shall be creative event marketing ideas for video:** sneak peeks, introductions to speakers and sponsors, insight into what participants will gain, or practical tips for how to make the most of the event.

**49. We shall Utilize social media badges-** Our attendees are our biggest fans, so we shall empower our grassroots marketers with badges for corporate branding.

**50. We shall engage social media consultants to package our events in Facebook, Twitter, Instagram, and Pinterest** all have the technology to help you find target audiences — people who match your buyer profile in terms of demographics, geography, stated interests, and online behavior. Using their algorithms and automated tools, create ads targeted to those exact people.

**51. We shall Create an event community-** Using social to showcase your past events and promote upcoming ones will get people talking. Take advantage of the chatter by monitoring social, engaging with those discussing

it, and using your hashtag to encourage a larger event community. Create a space where people gather, network, and develop relationships that can extend past the individual events you organize.

**52 We shall Optimize Our Event Registration Page-** our event registration page is where people sign up to secure a spot at your event, so you must optimize this page for maximum sign-ups. We shall think about the elements on the page and how you can improve them using the following bench marks.

- Mobile responsive: Ensure your event registration page displays well on all screen sizes to make it easier for mobile users to register.
- Calls to action (CTA): CTAs should be simple, actionable, and where users can easily see them. Learn how to create the perfect CTA here.
- Images: Make use of imagery that evokes an emotional response in visitors. Images with smiling faces have a better impact than those without.
- Speed: Keep page load times as fast as possible. Slow loading speeds will put people off.
- SEO: Ensure your page content is optimized for search engines by including relevant keywords people are likely to search for.

When you've optimized your page as much as possible, test everything! A/B testing essential elements on your page help you find areas you can improve to get more conversions. To help you test your event registration page, check out these A/B testing best practices.

**52. We shall use Live Chat to Answer Questions-** Something else that helps with on-site event promotion is being able to answer questions before people register. Think about using a live chat service on your registration page to answer queries and provide extra information. When you add live to chat to WordPress, you can solve people's issues in real-time. And instant customer support can help convince potential attendees to register for your event.

**53. We shall Create an Event Agenda Page-** Another idea is to create an event agenda page. An agenda page makes it easier for attendees to learn about what they can look forward to after they've signed up. Try to keep the design of your agenda page clean, simple, and easy to navigate. And include a straightforward timeline of what's happening when throughout the day. That way, attendees can better schedule their time between speakers, workshops, and other events.

**54. Publish Content from Speakers in the lead-up to the event, publish content on your blog from your event speakers-** It could be teaser content about their workshops or talks or even content around the events' theme. Getting our speakers involved at this point builds excitement for the event, which can encourage people to register. This type of content is highly shareable on social media to further boost registrations.

A week before your event takes place, set up a pop-up stall at a local event, in the local town center or even at the local supermarket. A Henna artist should create Henna in a unique style that incorporates your logo or represents the event theme. Hand out event details and let people know that for everyone who turns up at your event with this Henna tattoo, will get free swag or discounts.

55) QR Code Mystery- festival team should Incorporate a little mystery by handing out QR codes on the street that link to prizes, tickets and event information and put up QR codes on A4 posters with a cryptic message. The fact that people won't be able to immediately guess at the content behind it will make them intrigued and more likely to scan and look.

56) Create a Live Spectacle through stop over caravan and road shows acrobats- Plan a live activity that can grow and develop in a busy public place over a period of a few hours and that passers-by want to stop and watch. This could be a group of artists creating a huge structure or canvas or wood carving. Create a timelapse of progress to share online too.

57) Through our Kingdom tourism and wildlife agency we shall brand and highlight an Animal Ambassadors in focus of conservancy also as community and publicity outreach. Partner with conservancies to do activities, marathons etc

connected to festival community work and publicity. and encourage adoption alongside promoting our event! This works particularly well with fundraisers, particularly if this is your chosen event charity, and it has an element of sustainable event promotion too.

58) Through our Kingdom film Project and media department we can create a Movie Trailer -Using event footage and testimonials to create a short video about your event to attract others. Seeing the action and including a clear call to action to buy tickets can encourage those considering purchasing a ticket to take the plunge along with making promotional short movies.

59) Sneaky Book Signings and launches of speakers- We shall engage our speakers and our hosts to support big book launches through which we shall advertise our Festival.

60) Our Festival Socio media team will create Festival Podcast- We shall create event podcast to begin to build a following to promote and tap into that way using industry influencers show to reach the right audience. In return offer the influencer free tickets to attend and to give away to their fans.

61) Our Festival Socio media team will create Chatbots- We Shall Use AI technology to take care of anyone looking for answers on our website before they are willing to commit to tickets. Live chat on our website, Facebook messenger and text chatbots can answer and reassure potential attendees that have specific niggles holding them back from booking a ticket.

62) Local Graffiti- Network local artists to create a piece of original art that also has your event information in it! Of course, make sure you get permission from the wall owner, or you can set up a temporary wall and canvas specifically for them to create their promotional art on. Offer services in kind or create an opportunity for them to sell their own prints or artwork at the event itself. The artwork could even be commissioned and made into event merchandise such as t-shirts, hoodies, bags and mugs.

63) Our Festival Socio media team will Infographics- Create a fun infographic about event stats and what you're expecting for this year! Pick a theme they will be interested in and that offers value worth sharing.

64) Host and sponsor competitions and honor events to promote festival in 70 areas of honor- sports, all games, talents search, science and technology with national involvement and mobilization.

65) Temporary Branding of public places in bus stops and markets- Involve the public and local authorities in such endeavors always as community project as we share concerning meetings.

67) Our Festival drama groups can do Guerilla Performances in public places or caravan trucks- package performance element to create a preview performance on the subway or another public area with concerts have acts start playing, for themed events, dress event staff in outfits and interact with the public as we announce, show videos and give flyers of our festival.

68) Temporary Signposts and adverts – Stickers on cars, matatus, motorcycle rider's jackets, gifts,

69) Our Festival Socio media team will Host a Free or Sponsored webinar that can give a preview of what to expect and invite them with valuable information for free in the webinar highlighting various imagine how much more they can get at the event.

70) Set Up a City Photo Booths in public parks and malls - Make a branded photo booth just a polaroid camera, signed backdrop curtain with event dates and details and funky props to get people having fun in photography and carry home photos and gifts.

71) Social Promises- media house and radio stations trivia with give aways of festival promotional materials Truck suits/ bags/ T-Shirts/ laptop/ I.Pads / Phones online to encourage engagement on media and promotion etc promising a giveaway, charitable donation, free tickets or VIP access if you Utilise Storytelling

72) Animated Digital Invites- our media consultants and creative department will generate various adverts and digital invitations pop by using animations and cartoons that move when the attendee opens them and to be featured in media houses along with socio media pages which include interactive elements that become live or animated when hovered over or clicked on.

73) Run awards of 100 best promotion creativity of best Kenya Kingdom Festival event with give away with 12 festival gift packs and holiday packages etc

74) Corporate and Organization Partnership Service Exchanges- offer exhibition opportunity for corporates and organizations other even masters in exchange for promotional opportunities for your next event and sign a service based sponsorship agreement rather than exchanging monetary payment.

75) Share Behind-the-Scenes Setup- share highlight events and preparation printing of our Uniforms our service providers can stream clips showing the preparations, imporation of materials, branding of vehicles etc. Take our audience on a journey and give them exclusive peeks behind the scenes at your event to build buzz. This could be setup photos, pre-event interviews on what to expect or even a live feed from the backstage area to grow their excitement.

76) Delegates Referrals- The highest converting type of promotion and most effective marketing tactic is often word of mouth or referrals so get in contact with previous attendees, industry professionals and vendors that have worked with you in the past to encourage them to share the event details with others. If you don't ask, you don't get. Many technology tools offer ways to freely generate invite codes and turn past attendees into ambassadors.

77) Link our Festival to community and group Events- We shall Create recurring or linked smaller events so that we can use them to cross-promote your main event establish a business networking event on websites such as Meetup.com that will help to build a community for your main event.

78) Our Festival Events team should seek to speak in events happening in the body of Christ and community by sponsoring, featuring, exhibiting or speaking such as Estate and counties Pastors fellowships, work place fellowships, conferences, crusades etc Offer your expertise by speaking at relevant industry specific events. Without giving a sales pitch you can tap into their pool of attendees with minimal effort and make sure they have heard about your event.

79) Ensure Event Branding is Consistent- We shall Share social media collaterals such as images or videos, with those who will be marketing the event on your behalf, like industry influencers, speakers or sponsors. Make it as easy as possible for them to schedule and share content that will promote the event. Try to make the images customized for each stakeholder.

80) Use Image Quotes From Past Attendees. We shall Take a quote from an attendee and overlay it on an interesting background, such as an image from the event. Note their name, job title and organization if they are happy for you to

share it. These are great to share on social networks, in blog posts or as stories. We have quotes from many attendees' ideas' graphics teams and media daily interviews along with delegates feedback forms.

81) A Photo A Day- We shall Share photos to all workers groups to post in there media from previous events on social media each day to give a flavor of the event. Make sure you have permission and if you do, consider tagging them in the photo too, to encourage them to share it as well.

82) Invite Local Journalists and social media influencers for briefing strategy- We shall convene this group of influencers for special event to partner with our event for events listings in local newspaper, socio media, TV and Radio as we submit the event details in plenty of time. Furthermore, preemptively contact journalists and invite them to attend and offer a newsworthy angle and key facts why they should cover and publicize the event.

83) Our publicity team and socio media- Spend Time Making Conversation on Social Invest some time on social media each day to get the conversation flowing without selling. Just aim to be helpful and genuine, offering solutions when you can. Try to participate in groups, forums and on popular hashtag chats online.

84) Comp Passes- Give Service providers, exhibitors and vendors attendee free V.I.P passes so they can share them with their best clients or invite along colleagues, friends and family. Encourage the favor to be returned by asking them to share widely on social and help to spread the word.

85) Jump on Exclusivity- We shall add an exclusive element to your event, whether that's invite only, VIP areas or secret events and details that only a select few know or are able to access. This makes attending more of a "thing" and strikes FOMO in the heart of unregistered attendees everywhere. Promote your event using exclusivity tactics, such as the first 100 tickets will each receive a VIP upgrade.

86) Find a Milestone- We shall package a team of media practitioners who will make the event exiting to give it milestone events such are always popular because everyone wants to be part of something exciting. Figure out a way to make your event a milestone and promote it from that perspective.

89) We shall engage workers, delegates and service providers to involve their networks- We shall involve our team to share, spread the word and get involved to help the promo cause through there families. If every member of event staff did this too you would reach a very wide network for free.

90) Crowdfunding Campaign- If you want to raise awareness, test the water and gain support (financial and otherwise), consider launching a crowdfunding campaign. This can help your event to get noticed and offer a registration boost within a set time period (often a month).

91) Donate Tickets / sponsorships to Charity Auctions, games, sports, confrences and other events within the scope of 3 months' window Donate tickets or a VIP package to a charity auction or fundraiser which not only helps worthy causes but means that your event will be written or spoken about in order to explain the prizes. It gets you in front of a ton of people to promote to, while also helping others to fundraise, a win-win situation.

92) Segment Your Audience- We shall seek through our Festival team to look at attendees who have attended the event in previous years but have not yet signed up for this year's event. Reach out and contact them to let them know they are missed. If you can take the time to share a notecard with a handwritten message that could be even more effective in showing them that you care.

93) Give Great Deals- We shall offer exhibitors offer deals, discounts and vouchers as an early booking incentive with a clear deadline of event planners find that early bird rates are the most effective tactic to boost ticket sales. Deals tend to spread like wildfire and if people think they are getting a bargain they are more likely to share with others.

94) Turn on Social Sharing- This is a given but make sure you have social sharing capabilities on all of your registration software so that it is easy and prompts others to share their excitement when they got a ticket for your event.

95) Social Media Takeover or Challenge- We shall engage socio media challenge with awards on best publicity handing over the reins of your social media accounts to an alternative voice. This could be the intern or a blogger you are working with. The key thing is to present a different perspective and hopefully to encourage some of their tribe to start following and interacting more with your event account. Another great free idea is to create a challenge, such as a 30-day photo challenge on Instagram and facebook. Tap into your niche and set promote that will appeal to your audience. Furthermore, make sure that you like and converse with everyone that gets involved.

96) Attend Networking Events- Our publicity team must should look out for existing and ongoing networking dinners, exhibitions, summits to take a stand or presence to take our event brochures, posters and business cards with you and spread news of your event strategically but as far as you can. This will Perfect our elevator pitch so that we can explain succinctly what our event is about.

97) Blogger Outreach- We shall engage research bloggers, vloggers and micro-influencers that have a loyal following in our event niche and approach them to get them on board. Arm them with the chance to earn a commission on those that sign up and buy tickets through them using dedicated discount codes. We shall facilitate them to provide them with the access they need and look after them on site too, ensuring the WiFi is up to scratch so they can do what they do best.

98) Registration Swag- We shall have give aways of Caps, T-Shirts, calenders, pens etc gifts before the forum Festival begins. There are gifts before registration during the many events and on stop registration not to wait until attendees get to your event before you offer them free stuff! Give them a voucher when they register to exchange for swag on site at the event. This makes them more likely to come along.

99) Become an Award Winner (or Giver)- All our events will begin and ending by awarding and honoring people in various categories including our workers. This nominations and recommendations processes is an interesting way to gain recognition to apply relevant categories in various industries, whether it's a local award or something more prestigious. Alternatively, consider starting your own awards ceremony to fit our event niche. Everyone wants to be a winner.

100) Branded Charity Give aways- This can even go to food staffs bread, milk, flour, dry foods, cakes, water, juices and take away foods given in our road shows and charity events will be of great value with advert of the meetings as a give aways Free food and treats are always a big hit. Invest in some cupcakes with the event details in sugar paper and hand them out. Colored icing and pretty sprinkles are a surefire way to get some social media pictures surfacing too on such events

101) We shall publish calenders showing annual events to Calendar Sites- Whether they are industry specific or local calendars that showcase events in the counties and national many people will also adapt notifications linked or check event listings regularly to see what is coming up.

102) Grow Your Event Specific Opt-In- We shall grow our email, sms data by registering people in every event to have a great data base which we shall keep people posted. Registration coupons is an important matter every opportunity to build our data base will be important list with people that want to hear about our future events promotion. Make sure that your list is GDPR compliant and that your audience have confirmed that they are happy for their data to be held by you, within specific criteria, as detailed in our privacy policy.

103) Strategic Arrangements with Other Brands- The corporates and organization we shall offer exhibition are key in strategic partnerships that include NGOs, Corporates, Schools, Colleges, Universities, Special schools, OVC Schools, Churches, SMEs, SACCOs etc. The networks commanded by this networks are a base to our Events and programs.

18. Tracts can take advantage of a special event or activity—elections, sports, etc.—by taking that interest and relating God's truth to it.
19. Tracts inject spiritual truth through specialized gospel messages during seasons such as Christmas, Easter, Halloween, etc.
20. Tracts are proven to work. History records the testimony of many who were saved through tracts.
21. Tracts often get read by more than one person.
22. Tracts are "portable"—carry them in your pocket, purse, planner, notebook, or laptop bag.
23. Tracts are also portable when used for large outreaches. Just one person can pack and carry several thousand tracts.
24. Tracts can be used in quantity, multiplying your witnessing opportunities.
25. Tracts can be distributed as part of your normal routine (if you're living a consistent Christian life).
26. Tracts are available in a variety of designs and formats to suit your tastes and preferences.
27. Tracts address subjects that are current as well as topics that are timeless.
28. Tracts give God's point of view about life-and-death issues.
29. Tracts get their point across in an easy-to-read, brief format suited for a generation familiar with short videos, social media posts, and text messages.
30. Tracts cross educational hurdles and are available on various "grade" levels.
31. Tracts may contain the only portion of God's word some people have ever read.
32. Tracts can communicate in languages you don't speak.
33. Tracts cross age and gender differences.
34. Tracts don't require a degree, special giftedness, training, or experience to use.
35. Tracts never compromise their message.
36. Tracts cross socio-economic barriers.
37. Tracts never get tired.
38. Tracts give their message when the reader is ready to receive it.
39. Tracts cross ethnic and cultural barriers.
40. Tracts can start a conversation.
41. Tracts reinforce what you say about the gospel in a conversation, talk, or sermon.
42. Tracts get their message across when no conversation is possible—in a letter, with a bill payment, or when you have only seconds with another person.
43. Tracts can address difficult issues (when written by an expert) on which you aren't an expert.
44. Tracts are like seeds which we plant and God can use to bring forth eternal life.
45. Tracts can be put away for many years, and then rediscovered at a divinely-appointed time.
46. Tracts generally add their message to other factors from the reader's past that may eventually lead that person to salvation.
47. Tracts are a testimony—even if the recipient doesn't read the whole message, they are reminded of their need of Christ.
48. Tracts can directly address certain beliefs—like Islam, Catholicism, and Mormonism—comparing them with Biblical truth.
49. Tracts can be adapted to share their message through various media to reach people and places that you cannot otherwise visit.
50. Tracts provide a point of reference for the reader to find spiritual help by contacting the publisher, church, individual, or website listed on the back.

#### WHERE TO PLACE POSTERS, TRACTS AND FLIERS

- Door-to-door flyer distribution
- Estates entrances, gated communities, commercial buildings and Apartments through management and carekers / soilders appreciate them with gifts
- Place flyers on cars
- Hand out flyers to people on the street (perfect for promoting nightclubs with club card flyer printing)
- Direct-mail flyer marketing (great demographic-based distribution, such as when you print premium flyers for targeted residents or print business flyers for B2B marketing)
- Insert flyers in retail customer bags (or hand them out directly at the counter)

114) Special occasions celebrations delivers- Thanksgiving Meal Delivery, birthdays, graduations, weddings etc.

115) Hosting musical Concerts and musical auditions in many categories in estates, towns, national etc. People love music and it's another easy opportunity to invite new faces to your church activity. Hiring musicians who don't have lyrics lyrics but are talented with instruments can make the event religiously neutral and attract both believers and non-believers.

116) Nursing Home Visits Growing up, my family always visited a nursing home for seniors. We socialized with the people living there and most people were appreciative because they rarely had family visit them.

117) Fun games outings and team building games- Bottle flips, tags, elders kicking balls, get team build, Exercise and health play an important role in today's society. God tells us to treat our body as a temple, so exercise is a great way to reach out and invite them for festival / services.

118) BBQ Competition- Whether you call it barbequing, grilling, or smoking the art of cooking over a fire is a favorite weekend activity for most men. Ask any guy and he'll tell you he has a special recipe that beats the rest (long list of family table topic questions).

119) Seminars for exam preparation and sending success cards for national exams for primary and secondary schools candidates either jointly or school visits.

120) Movie Night on day light lorries and trucks combined with prayers night keshas- opportunity for families to enjoy a wholesome film with other families. It also provides a free form of entertainment outside the home. Organize outdoor movies using blankets and projector and screen. This is particularly great if you live in a climate where evenings are warm and comfortable.

121) Organizing Jog-A-Thon For A Cause and walks for various community initiatives- There are always people in need. It may be first responders who need support, or families fighting cancer, fighting against crime etc or a tragic event like a home that was burned to the ground.

122) Joint Mission Trips for youth, men, teens, couples etc. Missions trips have always been an exciting opportunity for a mission and charity trip educates youth to the world and helps others.

123) Youth Sports Camp in various sports – Training, fun, games and sports during holidays etc

124) Music Camp- Engaging our praise and worship team training camps and outreach missions.

125). Organizing events to Sponsor needy children for Education that can incorporate sports, fun days and bursary recruitments / awarding, scholarships,

129. Have A Booth At The Fair- Need to feature in big events Motor Sports, Ask Shows in all counties, Education fares, Real Estate, Hospitality fairs, construction.

130) . Offer Student Driving Lessons- Make it a big event to offer driving licences as a way of empowering church and communities.

131) Offering life empowerment seminars- Life skills and etiquettes seminars in interviews, CV writing, business plans and project proposals writing, branding, grooming, first aid, self defence,

132) Date Night For Young Couples- Most couples want to have a date night but it often gets put on the back burner because of work and family responsibilities. Promote a community date night at the church where couples can converse, have a good meal, and have child care taken care of on site.

- Banks, saccos, Micro-Finances and Credit Unions offices and meetings.
- Street Signs
- Mailboxes
- Newspapers and Bulletins
- Cyber Cafes
- Leave in phone booths.
- Put in greeting cards.
- Leave at roadside rests.
- Put on car windows in parking lots.
- Leave on sitting areas of shopping malls.
- Camping sites
- Notice boards Tack up on bulletin boards.
- Put in pockets and bags of used clothing given away.
- Leave in dressing rooms of clothing stores.
- Pass out at parades, festivals, and special events.
- Outside schools
- Leave in city parks on benches, etc.
- Put in helium-filled balloons.
- Leave at funeral homes.
- Leave in newspaper vendors appreciate them.
- Hand out at stadium entrances and sports centers, golf courses etc.
- Put in sealed bottles in the ocean.
- Beaches and hotels
- Mail out to names in a telephone book data bases with V.I.P Cards
- Leave in laundromats.
- Give to attendants at parking lots in shopping centers
- Car wash and garages etc
- Leave in motel/ hotel rooms (in the drawers, telephone book, etc.)
- Bars
- Restaurants
- Kiosks
- Leave in glove compartment of car you test drive.
- Driving Schools
- Boda Boda Riders associations give them with Rider Jackets and bags
- Place in six-packs of beer, or in toilet tissue rolls in grocery stores.
- Include in bills paid by mail.
- Slip in pump handles at self-serve gas stations.
- Hand to store employees, check-out clerks.
- Leave in returned library books.
- Put in magazines in waiting rooms.
- Put up tract racks in stores, beauty parlors.
- Put in correspondence to prisoners, etc.
- Leave in bank where deposit slips are.
- Leave in zip code book in post office.
- Leave in restrooms at restaurants, etc.
- Leave with (generous) tip in restaurants.
- Give to hospital and nursing home patients.
- Leave on tables at flea markets.
- Hand out at zoos, picnic areas, beaches.
- Leave on seats on bus & cab,
- Airports and airplane, etc.
- Leave in locker at "Y" or health club.

- Pass out on busy street corners.
- Put in mouth of vending machines.
- Pass out at schools after dismissal.
- Leave in cafeteria at work.
- In institutions and schools (Primary, secondary, colleges and universities).
- Leave for newspaper vendor, milkman, etc.
- Shop keepers and Kiosks Put in each box or bag of merchandise sold.
- Put in airport lounges, bus terminals, etc.
- Send to relatives of deceased in obituaries.
- Send to parents in birth announcements.
- Give to students at Vacation Bible School and Sunday School.
- Rent booths at fairs for tract displays.
- place in each box or bag of items you sell.
- placed on a business counter or in an office for people to pick up.
- on community and missions trips.
- left in a locker at the gym.
- posted on public bulletin boards.
- distributed on a college campus.
- to attendants at parking garages, toll booths, etc.
- handed to valets, store employees, check-out clerks, etc.
- put with other reading materials in waiting rooms in offices.
- placed in returned library books.
- during appointments with doctors and health care workers.
- left in motel rooms (in the drawers, telephone book, etc.)
- be placed in greeting cards.
- be sent with letters to pen-pals, prisoners, etc.
- be given to hospital patients and nursing home residents while visiting.
- be handed out at zoos, picnic areas, and beaches.
- be given with gifts or Christmas cookies to neighbors.
- be left in laundromats.
- be given to students at Vacation Bible School
- Church Sunday Schools.
- be given to attendees of church in various meetings after the church service
- be handed out at stadium entrances before sporting events, concerts, etc.
- Leave at roadside rests.
- Bus stop shelters
- Pass out on busy street corners.
- Put in mouth of vending machines.
- Pass out at schools after dismissal.
- Leave in cafeteria at work, school.
- Leave for newspaper boy, milkman, etc.
- Put in each box or bag of merchandise sold.
- Put some in a plastic holder or envelope by your door, to give to anyone who comes to your door, and as a reminder to take some with you when you leave the house.
- Hand out to customers at local restaurants
- leave at takeaways meals and ice cream vendors
- Put on tables in post offices and huduma centers
- Leave on tables at health club / gym
- Rent stalls at county or local fairs.
- Put in pockets of used / new clothing given away.
- Leave in dressing rooms of clothing stores.
- Hand out at sporting events.

- In the workplace / through business (but don't steal time from your boss, do it at break!
- Magazines & Newspapers
- Public leaflets / information - slip one in!
- Place on public notice boards
- In shopping trolleys
- In clothes pockets in stores
- In nappy changing stations
- On ATM machines (or any credit card slot)
- In elevators
- On hotel dressers for the room cleaners
- On newspaper racks
- In plane, bus or car seat pockets
- Book shops and Inside "religious" books or any other popular books in the library or book store
- Tracts can be enclosed in bills paid by mail.
- put in Christmas cards and annual letters for a clear gospel witness.
- can be placed in tract racks in stores and other public places—with permission, of course.
- can be placed in Thanksgiving and Christmas baskets that are given to needy community families.
- can be included in disaster relief packages.

## 12 Ways NOT to Use Tracts

*When distributing the gospel, be sure to do so in a way that brings glory and honor to God. With that in mind, here are some things to avoid.*

1. Don't litter—tracts left outdoors can easily blow around and become a nuisance to those who have to clean them up.
2. Don't leave tracts on houses or cars—we receive more complaints about this method than any other.
3. Don't put tracts inside merchandise in stores.
4. Don't disobey local ordinances or guidelines when sharing tracts.
5. Don't leave tracts in post offices, mailboxes, or other places where literature is prohibited.
6. Don't force tracts on people.
7. Don't be rude when someone turns down your tract.
8. Don't trespass—breaking the law isn't Christ-like.
9. Don't leave a tract at a restaurant, estates, building and all manned set ups without a generous tip or gift and take contacts for follow
10. Don't use bad tracts. Make sure they are attractive and contain the true gospel message.
11. Don't use tracts you haven't read. Make sure to study the message (and all referenced Scriptures) so you are familiar with what you are distributing.
12. Don't do it alone—seek God's guidance and blessing at every turn.