

FA|FM Event Communications & Marketing SOP

Standard Operating Procedure (SOP)

Document Title: FA|FM Event Communications & Execution SOP

Department: CREATIVE | Communications

Effective Date: May 2026

Version: 1.0

1. Purpose

The purpose of this SOP is to establish a consistent process for event communications, branding, promotion, production coordination, and operational execution for all approved FA|FM Church events.

This SOP exists to:

- Ensure communication excellence
 - Maintain brand consistency
 - Improve event execution quality
 - Support ministry growth
 - Increase attendance and engagement
 - Create operational alignment across departments
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2. Scope

This SOP applies to:

- All approved church events
- All communications campaigns
- All creative deliverables
- All production and operational requests

This SOP begins after an event has received official calendar approval.

3. Roles & Responsibilities

Role	Responsibility
Executive Creative Pastor	Strategic oversight and campaign direction
Communications Director	Branding, promotions, and campaign execution
Event Owner	Event vision, details, and communication coordination
Production Team	Audio, video, lighting, staging
Operations Team	Facilities, setup, logistics
Social Media Team	Social content scheduling and engagement
Designers & Creatives	Asset creation and branding execution

4. Communications Planning Timeline

Tier-1 Events

Task	Timeline
Vision & Strategy Meeting	16 weeks before
Branding & Asset Creation	12 weeks before
Communications Plan	10 weeks before
Promotion Launch	6–8 weeks before
Paid Advertising	2–4 weeks before

Tier-2 & Tier-3 Events

Task	Timeline
Vision Meeting	8 weeks before
Branding & Asset Creation	6 weeks before
Communications Plan	5 weeks before
Promotion Launch	2-4 weeks before

5. Creative Intake Process

The Communications Director will meet with the Event Owner to establish:

- Event vision

- Messaging direction
- Target audience
- Promotional goals
- Branding needs
- Registration strategy

No creative work begins until all required information is submitted.

6. Branding & Asset Development

The Communications Department may develop:

- Event branding
- Graphic packages
- Social media graphics / videos
- Video Announcements
- Promo videos (Teaser / Trailer)
- Registration graphics
- Website assets
- Printed materials (Posters / Invite Cards)

All branding must align with FA|FM brand standards.

7. Promotion Workflow

Approved events may be promoted through:

- Website
- Church App
- Social Media
- Email Marketing
- Video Announcements
- Live Hosting
- SMS Messaging
- Printed Materials
- Paid Advertising

Promotion schedules are determined by the Communications Department based on event priority and calendar capacity.

8. Paid Advertising Policy

Paid advertising is reserved primarily for Tier-1 events unless otherwise approved.

Requirements

- Ad budget must be pre-approved
- Budget must come from the event allocation
- Creative assets must be finalized before launch

Paid promotion may include:

- Facebook Ads
- Instagram Ads
- Google Ads
- YouTube Ads
- Local Promotions

9. Standard Event Deliverables

Depending on event scope, deliverables may include:

- Event branding package
- Registration page
- Website updates
- Social media graphics
- Video Announcements
- Pre / Post Service Graphics
- Promo videos
- Email campaigns
- Signage
- Photography/videography coverage
- Live Hosting

10. Production & Operations Requests

Requests involving:

- Audio/Visual
- Lighting
- Stage setup
- Room setup
- Security
- Hospitality
- Childcare
- Parking coordination

must be submitted no later than 6 weeks before the event.

Late requests may not be accommodated.

11. Back-Off & Deadline Policy

The Communications Department reserves the right to:

- Reduce deliverables
- Delay promotional launches
- Limit campaign scope
- Decline support requests

when:

- Deadlines are missed
 - Information is incomplete
 - Assets are delayed
 - Events are submitted late
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12. Event Execution Standards

All events should maintain:

- Brand consistency
- Operational excellence
- Clear communication
- Timely execution
- Guest readiness
- Professional presentation

Event owners are responsible for ensuring all departments remain aligned before execution day.

13. Post-Event Review

Within 7 days after the event:

- Attendance must be recorded
- Campaign performance reviewed
- Budget reconciliation completed
- Team debrief conducted
- Key wins and challenges documented

Tier-1 events should include a formal executive review.

14. Compliance & Accountability

Failure to follow this SOP may result in:

- Reduced communications support
- Delayed promotions
- Limited production availability
- Incomplete deliverables

All teams are expected to comply with established timelines and procedures.

15. Systems & Forms

Required Systems

- Communications Project Tracker (Click Up)
 - Master Calendar
 - Asset / Deliverables Request System
 - Social Scheduling Platform
 - Event Registration Platform
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Forms

Event Request Form

(Link)

Modification Request Form

(Link)