



DIOCESE OF  
**YORK**

---

## Event Listings: How to let us know what is happening

---

As a central hub/ point of connection between all the churches in our diocese, it can be helpful to use our website and other communications channels to share the details of services and events in your area to a wider audience, in addition to your own promotions through your parochial channels of communications.

We are always happy to help but we need specific information to be able to publish and share event information....

### For example, we need more than this:

*'All Saints Church, Parish-X is holding a flower festival with a difference starting with a grand opening on 13 October 2017. Everything is either knitted or crocheted showing the four seasons.'*

### WHY?

There is a lot of missing information and feels like an incomplete invitation.

Is this a one day event or does it span a weekend, as many others do?

What time does it start and finish?

Will there be actual flowers or just knitted things?

Will there be refreshments?

Is there an admission fee?

Who is contactable for to find out this information?

When sending us details of your events and services it is essential that you include the following:

- i. **Dates** - If your event runs over more than one day we need both the start and end date
- ii. **Times** - Start and end times of your event and times of significant parts of events over multiple days or with multiple elements or stages
- iii. **Location** – Full address of the event location, including postcode
- iv. **Contact details** – web addresses, email addresses and /or phone numbers of event organisers or church office. This is needed for anyone who needs to make further enquiries
- v. **Ticket/booking details** – If yours is a ticketed event or requires advance booking please state all available prices and how bookings are to be made



- vi. **Food** – If there will be refreshment or food at your event that requires a donation or approximate numbers or dietary requirements for catering purposes please indicate this clearly
- vii. **Event details** – Please give an overview of what is happening and why. The more detail the better

Where possible please also include the following:

- i. **Images** – posters, flyers and photos of your event, church or community make for a more attractive advertisement
- ii. **Target Audience** – if your event is for a specific group of people please make this clear
- iii. **Story** – church is about community; we want to know why you are inviting others to your event and why you are having one in the first place. Why is it important to your community and why is it important that people know about it? – If you cannot answer these questions, is it necessary to publish it online at a diocesan level?
- iv. **Tone** – an invitation seems more inviting when the tone is friendly and inclusive, even if formal, please consider how it will be perceived by those who are not familiar with who/what you are.
- v. **Objective** – If you would like your event to be published by the diocese on your behalf, please use the third person and use objective language. The diocese must remain impartial

If the tone of your invitation or details are incomplete the communications department will fill in the blanks and make their own amendments to make it suitable for publication. If you do not wish for your event details to be amended, please indicate this clearly with reasons why and ensure that all the required information is already available.

Though we are here to help, we cannot create content or find missing information for every event – we wouldn't get any other work done!

**If in doubt please use this template when sending us information of your events:**

<p><b>What:</b> title of event</p> <p><b>When:</b> Dates and times of start and finish</p> <p><b>Where:</b> Full address of location, inc. post code</p> <p><b>Who:</b> Who is invited?</p> <p><b>How:</b> Ticket/ booking details (prices, contact details or web addresses – inc. hyperlinks)</p> <p><b>Text:</b> Tell us what is going on and why</p> <p><b>Contact details:</b> email address, phone numbers or web addresses of organisers for those who may need more information</p> <p><b>Image:</b> posters or photos of event, location or community (these can be sent as attachments)</p>
---

For more information please contact the Diocesan Communications Manager, Martin Sheppard at [martin.sheppard@yorkdiocese.org](mailto:martin.sheppard@yorkdiocese.org) or [comms@yorkdiocese.org](mailto:comms@yorkdiocese.org) on 10904699530

