

# EVENT PLANNING ROADMAP

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## STEP 1

So, you have an idea for an event or ministry happening—awesome. As a heads up, we typically plan events at least a year out, so the sooner you go through these steps, the better!

- First you'll need approval from your supervisor. They'll sign off on making sure it fits within our priorities and the current landscape. If you're a lay leader, this means you'll need approval from the lead of your ministry department.
- Second, take it to calendar planning to make sure it fits with the larger calendar for the church and there aren't any conflicts. For lay leaders, the lead of your ministry area will do this for you.

**NOTE:** *The vast majority of event planning should happen with enough advanced notice to be discussed during a calendar planning meeting, but if not, please share the event during staff meeting to confirm there aren't conflicts.*

## STEP 2

Once you've gotten the *okay*, here are your next steps:

- Reserve your room(s). Schedule your event first through Shelby which can be found at: <https://thirdrva.shelbynexchms.com/calendar>. Submit your reservation, and you'll receive an email when it's been approved and placed on the calendar.  
**Need help with the Shelby Calendar?** Contact [Cathy](mailto:cathya@thirdrva.org) ([cathya@thirdrva.org](mailto:cathya@thirdrva.org)).
- Setup registration through ServiceU. You'll need ServiceU registration to track RSVPs and collect registration costs. If you're not collecting money, you can have people RSVP directly to you via email or you can use another platform (Evite, SignUpGenius, etc.)  
**Need help with ServiceU?** Contact [Lynley](mailto:lynleys@thirdrva.org) ([lynleys@thirdrva.org](mailto:lynleys@thirdrva.org)).
- Send in your Promotion Request Form. If you want to use any of the centralized communications resources to share your event with the church, fill out a [promo request form](#) ([thirdrva.org/comm-guidelines](http://thirdrva.org/comm-guidelines)) and send to [Becca](mailto:beccap@thirdrva.org) ([beccap@thirdrva.org](mailto:beccap@thirdrva.org)). You can find deadlines for the different promotion needs detailed in the form.
- Fill out your Tech Request Form. If you are in need of any technical support (audio, visual, recording, etc.), you'll need to [submit your Tech Request](#) to Alex ([thirdrva.org/techrequest](http://thirdrva.org/techrequest)).  
**Need help?** Contact [Alex](mailto:alexs@thirdrva.org) ([alexs@thirdrva.org](mailto:alexs@thirdrva.org)).

## STEP 3

If you have any changes along the way—dates shift, the event is cancelled, you switch rooms—you must update everyone and everything listed above! This is easy to forget, but can cause a world of trouble and complication if it's not done.

**Questions?** Shoot [Becca](mailto:beccap@thirdrva.org) an email.