**Event/Retreat Registration Process**

The following information is provided as a guideline for each ministry area to implement regarding the steps necessary when following up with a guest after a church event or retreat. It is the responsibility of the ministry area to follow the guidelines below. While there is some flexibility in this process for your ministry area, there are some fields considered “non-negotiable”. These non-negotiable fields help obtain the necessary information for our database records and to ensure proper follow up. Thank you email, SWAG, invite cards, or what gets communicated to the guests will be set and determined by the ministry area. This will allow each ministry area to custom tailor communication specific to the ministry and upcoming events or programs.

**Event/Retreat Registration Steps**

1. Pre-event:
   1. Basic personal information required
      1. Name
      2. Phone
      3. Email
      4. Zip code
   2. Basic church information required
      1. Church home Y/N?
      2. More Information on MP Church Y/N?
2. Day of event:
   1. Invite card/spoken announcement for upcoming event(s)
   2. SWAG where appropriate (Determined by host ministry)
3. Post-event:
   1. Enter data into Touchpoint (Managed by host ministry)
   2. Personal phone call/email (Determined by host ministry)
   3. “Thank you” email to all attendees (Date determine by host ministry)
      1. Provide information on upcoming events/worship/etc.
4. Ministry specific follow-up
   1. Communicate upcoming events/programming (Timing 2 to 4 weeks after event)
   2. Ministry area to decide on opt-in process for future emails (Newsletters, Top 3 Things, etc.)
5. General church follow-up
   1. General church communication (Timing 4 to 6 weeks after event)
   2. This item will be determined by the communication department

Depending on the amount of data to be entered, number three above will need to be discussed by the ministry area holding the event/retreat. The preference is for all participant information to be entered into Touchpoint within the first 24 hours following the event. This timely entry of data allows for phone calls/emails to be completed within the first week following the event.

The ministry area will need to decide the best path for follow up with the guests who attended the event/retreat. If the ministry area would like to utilize staff members in the guest follow-up process, or if they wish for Connect Ministry (Hospitality Director) to assist in the follow up, they need to coordinate 3 to 4 months in advance with Connect Ministry and the Hospitality Director. *Please note: Current events that fall under the “staff follow up” process of delegating tasks via Touch Point are VBS, Easter Egg Hunt and NACF.*