



**SPIRITUAL LEADERSHIP  
CONFERENCE 2023**

Title: Effective Church Media

Speaker: Jeremy Lofgren

1. Identify Events and Goals

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2. Identify Promotion Schedule,  
Groups, and Assets

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3. Determine Production Schedule

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4. Develop a Brand Look

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5. Develop a Team

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## **MEDIA RESOURCES**

### **Software**

Adobe CC  
Affinity  
Davinci Resolve  
Clickup- Project Management  
Sendible.com- Social Media  
Synology photo

### **Stock Photo / Video**

Unsplash  
Adobe Stock  
Shutterstock

### **Music / Narration**

Jon Mohr [jonmohr.com](http://jonmohr.com)  
Voices.com  
Musicbed  
soundstripe

### **Email**

Mailchimp  
BeeFree.io

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