

SPEAKER COMMUNICATION PLAN

A structured communication timeline designed to provide clear expectations, consistent support, and proactive coordination for all event speakers and contributors involved in Send Network One Day events.

EMAIL #1 — FORMAL INVITATION

Sent 5-6 Months Before Event

Purpose:

- Officially invite the speaker to participate in the event
 - Share event vision, theme, dates, and location
 - Clarify their role (main session, breakout, emcee, worship, etc.)
 - Outline initial expectations and level of involvement
 - Request confirmation of availability and willingness to participate
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EMAIL #2 — TRAVEL & SESSION DETAILS

Sent Approximately 4 Months Before Event

Purpose:

- Provide high-level travel and lodging information
 - Share booking processes, reimbursement guidelines, and key deadlines
 - Confirm session details including title, format, audience, and timing
 - Collect any production or AV needs
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EMAIL #3 — INTRODUCTIONS & RESOURCES

Sent Approximately 2.5 Months Before Event

Purpose:

- Establish the primary support contact leading up to and during the event
 - Communicate expectations for session development, tone, and audience outcomes
 - Communicate production-related resource deadlines (Slide Deck Template)
 - Share vision videos, scripts, production notes, and technical contacts (Band)
 - Clarify rehearsal expectations and overall event flow (Band)
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EMAIL #4 — DEVELOPMENT TOUCHPOINT

Sent Approximately 1 Month Before Event

Purpose:

- Ongoing support and coaching from event leader
 - Provide speaker development resources including:
 - Slide templates
 - Sample discussion questions
 - Session goal reminders
 - Content coaching tools
 - Reinforce final content submission deadlines for slides, outlines, and handouts
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EMAIL #5 — FINAL EVENT DETAILS

Sent 1-2 Weeks Before Event

Purpose:

- Confirm final travel and hotel details
- Share confirmation numbers, event contacts, and emergency information
- Provide detailed event schedules and rehearsal timing
- Communicate greenroom, host, and backstage information
- Reiterate appreciation, availability, and final support before arrival



SUGGESTED EMAIL CONTENT

EMAIL #1 — FORMAL INVITATION

Hi **[Speaker First Name]**,

I hope you are doing well. On behalf of Send Network, I would like to officially invite you to serve as a speaker for Send Network One Day **[City/State]**, taking place on **[Event Dates]** at **[Church Name]**.

Send Network One Day exists to encourage and equip church plants and other local churches towards multiplication. This year's theme is "The Missionary Task: Engage the City, Make Disciples, Plant a Church," and we believe your experience, voice, and leadership would serve our attendees incredibly well.

We would love for you to participate as a:

- **[Main Session Speaker / Breakout Leader / Panelist / Emcee / Worship Leader]**
- Session Title (*if known*): **[Session Title]**
- Audience: **[Audience Description]**
- Estimated Session Length: **[Length]**

As a speaker, we would ask that you:

- Participate in your assigned session(s)
- Engage with attendees as your schedule allows
- Collaborate with our team on session development and event preparation leading up to the event
- Meet key content and production deadlines provided by our team

At this stage, we are simply asking for your initial confirmation of:

1. Your availability for the event dates
2. Your willingness to participate in this role

If you are available and interested, we will follow up with additional event details, travel information, timelines, and support resources in the coming months.

We are grateful for your consideration and would be honored to partner with you for Send Network One Day **[City/State]**.

Thank you again, and we hope to hear from you soon.

EMAIL #2 — TRAVEL & SESSION DETAILS

Hi **[Speaker First Name]**,

Thank you again for being part of Send Network One Day **[City/State]**. We are excited to have you joining us in **[City]** on **[Event Date]**.

Below are several important details to help you prepare for the event.

TRAVEL & HOTEL *(If Applicable)*

Travel arrangements for speakers will be handled through a reimbursement process.

Please note the following:

- Travel booking deadline: **[Date]**
- Preferred airport: **[Airport]**
- Hotel location: **[Hotel Name]** *(If booked by local team)*
- Hotel dates covered: **[Dates]**
- Reimbursement process *(if applicable)*: **[Details]**
- Travel contact: **[Name + Email]**

EVENT SCHEDULE

[Add schedule here]

SESSION INFORMATION

Your current session details are listed below:

- Session Title: **[Session Title]**
- Session Type: **[Main Stage / Breakout / Panel]**
- Session Length: **[Length]**
- Audience: **[Audience Description]**
- Expected Attendance: **[Approximate Size]**
- Desired Outcome: **[Short Description]**

To help us prepare event materials and production needs, please send the following by **[Deadline]**:

- Any known AV or staging needs
- Preferred introduction wording *(if applicable)*

Examples of AV needs might include:

- Confidence monitor
- Slide clicker

If your session details need adjustment or clarification, please let us know and we would be happy to help.

We are grateful for your partnership and look forward to continuing preparations together.

EMAIL #3 — INTRODUCTIONS & RESOURCES

Hi [**Speaker First Name**],

We are excited to continue preparing for Send Network One Day [**City/State**] and grateful for your partnership in serving at this event.

As we move further into the planning process, we want to make sure you have the support, resources, and information needed to prepare well for your role.

PRIMARY EVENT SUPPORT

Your primary point of contact leading up to and during the event will be:

[**Primary Contact Name**]

[**Title**]

[**Phone Number**]

[**Email Address**]

They will be available to assist with:

- Session development questions
- Production coordination
- Event logistics
- Content deadlines
- On-site support during the event

SESSION EXPECTATIONS

As you continue developing your session or contribution, our hope is that content will:

- Align with the overall vision and theme of the event
- Encourage and equip church leaders toward multiplication
- Be practical, actionable, and audience-focused
- Support clear next steps for attendees

RESOURCE & PRODUCTION DEADLINES

To help our production team prepare appropriately, please review the resources below and note all upcoming submission deadlines.

Resources:

- Run of Show: [**Link**] (*Band Only*)
- Slide Deck Template: [**Link**]
- Presentation Submission Instructions

Upcoming Deadlines:

- Slide Deck Submission: [**Date**]
- Final Content Submission: [**Date**]
- Travel Deadline: [**Date**]

BAND / MAIN STAGE DETAILS *(If Applicable)*

For band members, emcees, and main stage participants, please also review:

- Rehearsal schedule and call times
- Production flow and stage transitions
- Technical expectations and audio requirements

Production Contact: *(If Available)*

[**Production Lead Name**]

[**Phone Number**]

[**Email Address**]

Thank you again for investing your time, leadership, and preparation into Send Network One Day [**City/State**]. We are excited about the impact this event will have and are grateful to partner with you in it.

Please do not hesitate to reach out with any questions as you continue preparing.

EMAIL #4 — DEVELOPMENT TOUCHPOINT

Hi [**Speaker First Name**],

As we move closer to Send Network One Day [**City/State**], I wanted to check in and provide several resources that may help as you finalize your session preparation.

Attached/Linked Resources:

- Slide template
- Session objective reminders
- Handout template (*if applicable*)

As a reminder, our hope is that attendees leave your session with:

- Clear encouragement
- Practical next steps
- Actionable ministry insight
- Connection to the broader vision of the event

FINAL CONTENT DEADLINES

To help our production and print teams prepare appropriately, please send the following no later than [**Deadline Date**]:

- Final slides
- Session outline
- Handouts/resources
- Any video or audio files

Please send materials to: [**Email Address or Submission Link**]

If you would like feedback on your content before submitting final materials, I would be happy to review and discuss with you.

Thank you again for investing your time and leadership into this event. We are excited about the impact your session will have.

EMAIL #5 — FINAL EVENT DETAILS

Hi **[Speaker First Name]**,

We are looking forward to welcoming you to Send Network One Day **[City/State]** very soon. Thank you again for serving with us.

Below are your final event details and reminders.

TRAVEL & HOTEL

- Hotel: **[Hotel Name]**
- Confirmation Number: **[Confirmation Number]**
- Hotel Address: **[Address]**
- Check-In Date: **[Date]**
- Check-Out Date: **[Date]**

TRAVEL REMINDERS

- Airport: **[Airport]**
- Transportation Details: **[Shuttle/Rental/Uber Information]**
- Reimbursement Instructions: **[Details]**

IMPORTANT CONTACTS

- Primary Event Contact: **[Name + Phone Number]**
- Production Contact: **[Name + Phone Number]**
- Emergency Contact: **[Name + Phone Number]**

SCHEDULE HIGHLIGHTS

- Speaker Arrival: **[Time/Location]**
- Rehearsal/Production Meeting: **[Time]**
- Session Time: **[Time]**
- Greenroom Access: **[Location]**
- Meals Provided: **[Details]**

Please review the **attached detailed schedule** for the full event timeline.

If anything changes with your travel or schedule, please contact us immediately so we can assist.

We are truly grateful for your partnership and investment in this event. It is a gift to have you serving alongside us, and we cannot wait to see the impact of your leadership.

Please feel free to call or text anytime if you need anything leading up to the event.