



Creative & Campaign Strategy for a National Communications Conference

Reintroducing a brand through storytelling, tone, and trust

Reintroducing a Brand Through Conference Strategy



Goal

Reintroduce the conference after the brand's acquisition by creating a clear, confident, and connected experience that felt both new and familiar.

Timeline

We had six months from concept to event day. Visual direction came together in the first month so we could move quickly into full campaign rollout.

My Role

I led creative direction, messaging, and marketing strategy, guiding voice, visuals, and logistics to align across the entire campaign.

Creative Direction

- Developed theme and tone: clarity, connection, confidence
- Led design alignment: dark blues + light neutrals, clean typography, flexible layouts
- Worked closely with designer to finalize logo, deliverables, and tone
- Created system that could stretch across digital, print, and live event



Marketing Strategy

Built trust through consistent voice, clear value, and audience-centered timing.

- Used 37K-member Facebook group to drive engagement: polls, previews, promotions
- Developed organic social calendar, email strategy, and promotional content
- Led ad campaign across Meta and YouTube with \$1,500 budget
- Focused messaging on social proof, urgency, and benefit-driven positioning



Hey Church Communicators,

I cannot believe it is already August. The year is going by so fast. And our Church Communications Conference is just around the corner. If you haven't registered yet, and you are on the fence - let us know what is holding you back. We would love to hear from you and do what we can to help lean you more in the direction of attending!

This two day event is going to be packed full of so much great content and fun and food!!! Gotta make sure we mention the food. Our Keynote speakers this year



Church Communication Conference Social Media Strategy				
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1		July 29 - August 4	August 5 - 11	August 12 - 18
2	SOCIAL MEDIA			
3	IG/FB POST - Monday	Breakout Session Reveal		Breakout Session Topics ✓
4	IG/FB POST - Tuesday	Connection Graphic Carousel ✓	Connection Opportunity	48 Hour Flash Sale ✓
5	IG/FB POST - Wednesday	Main Speaker Intro	Share Success Story	24 Hour Left Flash Sale ✓
6	IG/FB POST - Thursday	Highlight breakout sess topic	Highlight main sess topic ✓	Practical Church Comms Tip ✓
7	IG/FB POST - Friday	Merch Preview (Pre-Order)	Breakout Session Speaker ✓	Practical Question ✓
8	IG/FB POST - Saturday		All Main Session Speakers ✓	Breakout Session Speakers ✓
9	IG/FB POST - Sunday			
11	IG/FB STORY - Monday	Breakout Session	Have you booked your hotel? ✓	Breakout Session Topics ✓
12	IG/FB STORY - Tuesday	Connection Graphic Carousel ✓	Church Comms Tip ✓	48 Hour Flash Sale ✓
13	IG/FB STORY - Wednesday	Main Speaker Intro		24 hr flash sale
14	IG/FB STORY - Thursday	C's Poll		Practical Church Comms Tip ✓
15	IG/FB STORY - Friday			
16	IG/FB STORY - Saturday			
17	IG/FB STORY - Sunday			

Execution Highlights

- Produced speaker quotes, sponsor highlights, breakout teasers, travel guides, and recap materials
- Balanced paid + organic reach with strong internal coordination
- Finalized all print and digital assets ahead of schedule
- Led internal deadlines, coordination, and approvals across teams

Creativity only worked because strategy did

THINGS YOU MIGHT WANT TO PACK

NOTEBOOK + PEN
For jotting down notes and ideas

BUSINESS CARDS



IN OUR WEEKLY PRIORITIES, CRISIS COMMUNICATION PLANNING IS IMPORTANT BUT IS NEVER URGENT... UNTIL IT IS.

JENN CLAUSER

church
COMMUNICATIONS 24 CONFERENCE

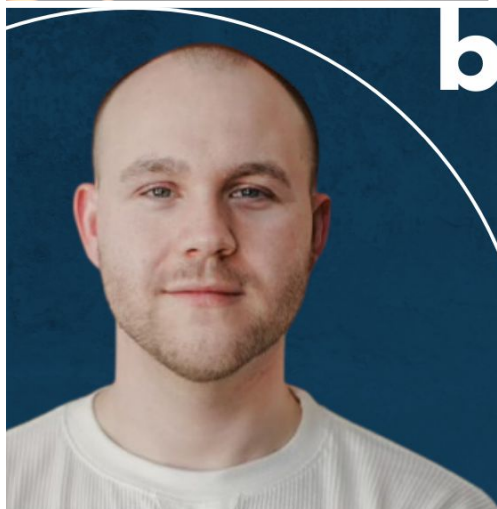
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breakout
sessions

SOCIAL MEDIA RHYTHMS

SOCIAL NETWORKING

SOCIAL REVIEWS &
FEEDBACK



Impact

- Ticket sales goal: 200 → Final attendance: 253
- Revenue influenced by social + digital: ≈ \$14,266
- 37 tickets from social, 21 from FB Group, 14 from paid ads
- Conference became a key launchpad for the new brand voice and service offerings

Real impact happens when results and trust show up together.



KEY TAKEAWAYS:

WHAT MADE IT WORK

AND WHAT IT PROVED

This proved that brand trust isn't built by just saying the right thing. It's built by aligning message, tone, and timing across the entire experience. Strategy gave us direction, but consistency earned belief. Every visual, every line of copy, and every interaction reinforced a message people could recognize and rely on. We didn't just promote an event. We sold tickets, rebuilt credibility, and sparked momentum for future offerings. The work deepened existing client relationships, attracted new ones, and positioned the brand for long-term growth.

THEME DEVELOPMENT

The event tone felt honest, helpful, and direct. It wasn't overdesigned or oversold.

AUDIENCE ALIGNMENT

We listened to the audience early and often. That shaped everything we built.

VOICE CONSISTENCY

Messaging stayed unified from the first teaser to the final recap across every channel.

CREATIVE EXECUTION

Visuals weren't flashy. They were focused. Design matched the tone, not the trend.