

rightnow MEDIA PRESENTS:

# MARRIAGE — NIGHT

HOSTING GUIDE

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# Marriage Night Overview

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## **WHAT IS MARRIAGE NIGHT?**

Marriage Night is a one-night livestream event designed to encourage husbands and wives with a refreshing vision for God-honoring relationships. Couples in your church will laugh and learn as they hear from marriage experts and discover how to cultivate a healthy marriage on a lasting biblical foundation.

## **WHY SHOULD I HOST?**

Healthy marriages do not happen by accident. They require work and dedication, but with the busyness of life and the pressures of culture it's easy to lose focus. Hosting this event is an opportunity to provide your people with the truth they need to flourish in their relationships.

## **WHO IS IT FOR?**

Anyone is welcome to attend, though the teaching will be aimed primarily at married couples and individuals preparing for marriage.

## **WHY IS THIS EVENT IMPORTANT?**

We call the period following a wedding “the honeymoon phase” for a reason—it's temporary. What is marriage supposed to look like when those initial bursts of excitement give way to everyday troubles and routines? Marriage Night is an opportunity for you to offer your people principles for a lasting relationship while challenging them to see the greater purpose of marriage, namely, to glorify God and advance his gospel.

# Expectations

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*As a Marriage Night host,  
here's what you should expect from us:*

## **1. PERSONAL ASSISTANCE**

You will have direct access to our team of Event Specialists who are committed to providing you with a positive hosting experience. They will assist you throughout the entire process from sign up and preparation to hosting the event itself.

## **2. HOSTING RESOURCES**

Our team has prepared a variety of resources with hosting and promotion suggestions so that you can focus your attention on creating an event experience that best fits your context.

## **3. FLEXIBILITY**

Every organization has unique needs and we are committed to working with you to meet them. One of the ways we've done that is by building flexibility into both the size and schedule of the event so that you can scale it to those in attendance and broadcast it when your people are available.

*As a Marriage Night host,  
here are the expectations we have for you:*

## **1. COMMIT TO THE PROCESS**

Our team dedicates a tremendous amount of time and energy to providing a positive hosting experience, but the process only works if you stick with it. As we help you meet whatever issues or needs arise, we ask that you remain committed throughout the entire process once you sign up to be a host.

## **2. BE PASSIONATE AND CREATIVE**

We'll provide the content, but this is your event, which means it will only be as effective as you make it. So get creative. Take ownership of the experience. Every event needs a champion and your passion will inspire both your team and your attendees.

## **3. PROVIDE A SPACE**

Marriage Night is tailored for groups of every size. All you need is some form of video streaming capability (e.g. PC, Apple TV, Roku device, other), a screen, and adequate seating. Whether that's a conference room, sanctuary, or community center, you can provide a comfortable experience for those who attend.

## **4. SPREAD THE WORD**

Your role is to invite local couples that would benefit from this event. In addition to the main session teaching, you'll have the option of adding local activities like an opening devotional, dinner, or additional local speakers before or after the livestream to help attract attendees.

# Timeline

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## APRIL

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- Begin host site registration.

- Mark church calendars.

- Plan prayer efforts.

- Reserve event space.

- Identify local speakers.

- Develop promotional strategy.

- Schedule sermon.

- Promote event and make Sunday announcements.

## MAY

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## JUNE

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## JULY

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- Continue prayer efforts.

- Begin targeted promotion.

- Have initial tech test.

- Enlist volunteers.

- Confirm event details with specialist.

- Confirm local details with event contact.

- Promote event and make Sunday announcements.

## AUGUST

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## SEPTEMBER

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- Continue prayer efforts.

- Confirm volunteers and staff.

- Have final tech test.

- Collect host and attendee testimonials.

- Complete RNM host and attendee surveys.

# Technology and Facility

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## **TECHNOLOGY**

RightNow Media is partnering with Livestream.com to provide a live feed of Marriage Night. Your organization should have a designated volunteer that will run sound and video during the event and communicate with a RightNow Media Event Specialist in the weeks leading up to it. The day before the event, you will be required to participate in a mandatory tech test and verify its completion during the specific time you schedule with RightNow Media.

Prior to the event, each host will receive a Livestream link via email that will provide access to Marriage Night on September 12, 2020.

To avoid any buffering or loading issues with the livestream, a dedicated internet connection of 5–10 MBPS is ideal. A recording of the event will be available for up to thirty days after its conclusion if you choose to provide a delayed showing. If the host site faces connection issues or an interruption to the livestream, you will be able to resume the broadcast again when ready or rewind to a previous section when accessed via web browser.

We will provide you with further information about testing your equipment prior to the broadcast.

If you would like to examine the technical specifications further, refer to the link [here](#).

## **FACILITY NEEDS**

Secure the date on your church calendar as well as the desired space needed for the event. Be sure to factor in space for dinner, breaks, and resources if provided.

Reserve AV equipment: video streaming device, video projection, and screen(s).

# Promotion and Registration

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## PROMOTION

Promotion is vital to the success of your simulcast. For your convenience, we have provided an online library of promotional tools that you can download for free, customize with your own information, and distribute digitally or physically. You can find those tools [here](#).

We recommend a two-pronged approach to promotion: (1) Using in-reach by promoting to your church congregation and (2) reaching out to promote to your community. We offer prepared material for both.

### IN-REACH TOOLS

- » Social Media Toolkit
- » Posters and flyers
- » Presentation slides
- » Logos and graphics

### OUTREACH TOOLS

- » Posters and flyers
- » Email templates
- » Press release

Appointing a specific individual to develop a promotional strategy for Marriage Night is a key component to the success of your event. Carefully choose a person from your staff or appoint a skilled volunteer leader who will determine a start date and strategy for promoting the event to your organization and community.

*For tips on how to get the most out of these promotional tools,  
feel free to contact a Simulcast Consultant at  
214-281-3386.*

# Promotion and Registration

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## **SUGGESTED PROMOTION STRATEGIES**

- » Display an announcement slide prior to your Sunday morning service.
- » Play the promotional video and make an announcement from the pulpit.
- » Send emails to members, local pastors, and local organizations.
- » Talk about the event with friends and church members.
- » Encourage church members to invite coworkers and friends.
- » Contact denominational leaders or other churches in your denomination and partner with them to promote the event.
- » Create a page for Marriage Night on your organization's website.
- » Take a poster to a local store and ask them to hang it in a visible area.
- » Talk to your local radio station about promoting the event.
- » Send a press release to your local newspaper.
- » Reach out to your local chamber of commerce or other organizations that promote community events.

## **REGISTRATION**

Attendee registration will begin on May 19, 2020 and remain open until each simulcast event has concluded.

Each host site will have access to a registration portal where their attendance information can be viewed in real time leading up to Marriage Night 2020, or your assigned Event Specialist can access that information for you.

# Staff and Volunteers

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## **STAFF AND VOLUNTEERS**

Host sites often benefit from having a point person or event coordinator who will communicate with RightNow Media throughout the planning process and coordinate all on-site activities during the event. In most cases this will be a staff leader interested in ministering to the couples in your church. In addition, volunteers can help with planning and coordinating the event. Please consider enlisting your volunteers about one month prior to the event.



# Hosting Tips

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Our desire is to make this experience as simple as possible for you. With minimal effort and preparation, we're confident you'll be able to make this event a unique experience that will be meaningful for all in attendance. Please read over the enclosed material. Also, please don't hesitate to reach out to one of our Retreat Specialists at 214-281-3386 if you have any questions.

## **BEFORE THE EVENT**

### ***Dinner***

Catering dinner is optional, but not mandatory. If you choose to cater the event, here are some helpful tips:

- We will provide an email list of all the attendees for your location. Email them a few weeks before the event to ask about any food allergies or specialty diets (vegetarian, vegan, gluten free).
- If you choose to provide specialty dinners (vegetarian, vegan, gluten free, etc.), designate a separate area to pick up those dinners.
- We recommend serving dinner in a bigger room with space for multiple food lines, tables, etc. If you choose to have dinner in the same room as the retreat, set up the dinner line in a convenient and spacious area (another room, the lobby, etc.).
- Set up dinner one hour before serving time.
- Some catering ideas: box dinners, pizza, barbeque, pasta and salad, tacos.
- Materials you might need: drinks, eating utensils, large trashcans, cups, napkins, plates, table cloths, water bottles.
- Make a plan with your volunteers or maintenance staff about disposing of trash after dinner.

### ***Snacks***

Snacks are also optional, but we would encourage you to provide them. If you choose to provide snacks, here are some helpful tips:

- Ask volunteers to put out snacks right before the breaks.
- Provide water bottles for attendees. Direct volunteers to replenish supplies before each break.
- If your church has a coffee shop, consider opening it for the event. If you don't have a coffee shop, consider providing coffee for your attendees.

# Hosting Tips

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- Some snack ideas include: chips, fruit, granola bars, fruit snacks, popcorn, cookies.

If you choose not to provide snacks, here are some helpful tips:

- Even if you choose not provide water bottles, direct attendees to the nearest water fountain or water cooler.
- Inform all volunteers and staff about the closest access to water and where the vending machines are (if you have any), in case an attendee asks.

## **Volunteers**

If you need volunteers to run the conference, here are some helpful tips:

- Have every volunteer sign liability forms before or when they arrive on Friday. [Here's a sample.](#)
- Distinguish volunteers and staff from attendees with the same t-shirt or badge.
- Before the event, hold a volunteer meeting to go over the plan for the retreat (setup, registration, schedule, dinner, tear down, etc.). We recommend holding a meeting the morning of the conference.
- Ask volunteers to arrive one and a half hours before the event begins to set up registration and register early arrivers.
- Place volunteers at registration, dinner setup and distribution, and at an information table to answer attendee's questions.
- Ensure that at least one volunteer knows the location of the emergency kit and how to use it.
- If needed, station volunteers outside to direct parking and/or to hold doors open for attendees.
- If space allows, set up a volunteer room with snacks and water for your volunteers.

If volunteers aren't available, another option is to ask church staff and/or elders and deacons to help staff the event.

## ***Spread the Word***

We have the following resources available for you to advertise the conference at your church:

- [Poster](#)
- [Flyers and bulletin inserts](#)
- [On-screen slides](#)
- [Social Media Toolkit](#)

Also available to advertise online:

- [Retreat logos](#)
- [Additional images](#)
- [Email template](#)

## ***Contact Attendees***

Each host site will have access to a portal that has a list of their attendees, names, and emails for the purpose of communicating with them before the event.

- If you are providing dinner, consider asking if any attendees have allergies or dietary restrictions. As a guideline, expect about 5% of your attendees to request a gluten free/vegetarian option.
- If you have any parking specifications, be sure to include that information in the email.
- Include your organization's address and any helpful directions.
- Remind them when registration opens, May 19th, and when the event starts, September 12th.
- Provide any additional information the attendees need to know before arriving at your church.

## ***Décor and Setup***

The décor and setup is up to you, but here are some helpful tips to get you started:

- Decorate the room where the simulcast will be streamed however you want.
- The ideal setup for the main room would include round tables with six to eight chairs. But if your space does not allow for that setup, chair in rows works well

# Hosting Tips

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We recommend placing signs around the venue. Consider creating signs for:

- Directions to restrooms, water fountains, registration, and dinner.
- Parking.
- Directions to vending machines or coffee stations, if applicable.

Every attendee will receive a digital program for the event in an email from RightNow prior to the event. We will also provide you with a simple one-page schedule for you to print (black and white is fine) and distribute to your attendees at registration. You'll want to print these before the event.

## **AT THE EVENT**

### ***Emcee and Schedule***

Since this event is livestreamed, it's important to stay on track in order to end on time. Here are some helpful tips to stay on top of the schedule:

- Choose one person to keep track of the schedule. Make sure this person works closely with the head of the tech team.
- Part of the livestream will include a countdown clock. Make sure to play the countdown clock during breaks and dinner so attendees know how much time they have before the next session.
- Ask someone (lead pastor, business leader, elder, volunteer, etc.) to host the event at your church. This person will serve as your local emcee to introduce the event, direct everyone to breaks, dinner, and to close out the conference.

### ***Parking***

Here are some helpful tips for parking:

- Take a look at the list of attendees before the event to evaluate whether or not you have enough parking.
- If you have a complicated parking lot, consider placing volunteers outside to guide attendees to a parking spot.
- If you don't have enough parking space, consider using a neighboring lot or a shuttle service.
- Place signs to point attendees to registration from the parking lot.

## **Social Media**

The RightNow team will be posting on social media from the live event. We encourage you to do the same at your local event. Here are some helpful tips:

- Post on social media (Facebook, Twitter, Instagram) and use the hashtag #marriagenight2020.
- Assign a volunteer or staff member to post on social media throughout the event.
- Tag @RightNowMedia in your posts so we can see and share what's happening at the local events.
- Email us pictures from the event at [social@rightnow.org](mailto:social@rightnow.org).

## **Technical Advice**

For more information on the technology behind the event, download the [tech specs](#).

- Air the countdown clock during breaks and lunch so attendees know how much time they have before the next session.
- Test the sound, video, and internet before the event—several times if possible.

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