



Memo

Date: May 30, 2023

To: Parish Communicators and bulletin writers

From: Maureen Smith, director, Office of Communications; and Tim Durski, director of communications, Cathedral of Christ the King

Re: Update – Parish Communications Workshop, July 13, 9 a.m., Cathedral of Christ the King

This July, the Cathedral of Christ the King and the Archdiocese of Atlanta are hosting a free, one-day parish communications workshop for parish communications staff in the Archdiocese of Atlanta. This event will take place on **Thursday, July 13, from 9 a.m. – 4 p.m., at the Cathedral of Christ the King.**

The workshop would feature skill-building in critical areas of parish communications, expert speaker presentations on relevant topics and opportunities for parish communications staffers to network and exchange ideas. You'll have plenty of time to network and discuss your pressing communications challenges with other parish professionals in between talks. This event won't solve your communications woes, but it will arm you with tools, tips and resources to improve your communications program.

[Register for COMMS now](#)

***Two by Two:** During the initial registration period, the workshop is open to two staffers per parish. Additional staffers may be added, pending seat availability. Registration opens Monday, June 5.*

The Schedule

8:10 a.m. | Mass in the Cathedral

9:00 a.m. | Check-in

9:15 a.m. | Welcome

The archdiocese's Office of Communications starts the day by sharing the ways they can support you in the work you do at your parish.

9:45 a.m. | Session #1: How to Effectively Engage Your Parishioners

You're pulling your hair out trying to get people to show up to events, like and comment on your social media posts and – just once – to actually read the emails you send. So how do we get parishioners to respond to our communications program, to more deeply invest in their parish community? We'll talk through those challenges and some best practices for reaching your parishioners.

11:00 a.m. | Session #2: What Goes on Your Website

Your website is the front door to your parish. Before any guest visits your sanctuary, they'll have visited your website looking for Mass times, browsing the bulletin and looking up the clergy listings. Are you making the best possible first impression? Is your website accurately expressing your community's culture? We'll walk you through website essentials, and how the Cathedral followed the data to overhaul its website.

12:00 p.m. | Lunch

1:15 PM | Session #3: Social Media 101

Your parish has a Facebook, you're thinking about Instagram and you're scared to death of TikTok. We'll go behind the scenes of your social channels to spotlight some essential best practices.

2:30 p.m. | Session #4: Making Videos

Video is in demand – on your website, on your social channels and in your emails. But where do you start when all you've got is a cell phone? We'll unfold the process for video production, from the equipment you need, to lighting and framing, and tools for editing – plus the best approaches for using video on your website, email and social channels.

3:30 p.m. | Closing

How Did We Pick These Topics?

Through the Communiqué and by email, we sent out a survey this April to archdiocesan parish communications professionals. We crunched the results and decided to focus on four of the top priorities indicated by survey respondents.

The Cathedral of Christ the King's address is 2699 Peachtree Road, NE, Atlanta, GA 30305.

For questions, please contact the Tim Durski at 404-267-3678.