

Unitarian Communication Co-ordinators Conference. 6 - 8 November 2015 The Nightingale Centre, Great Hucklow



Poster and Leaflet Workshop

Hook, Pull, Catch, Land

Hook – Make them stop and look at your poster.

You need something striking to do this, something to make them want to read more. “What is that?” “That is amazing!” “That’s wonderful?” It doesn’t matter what the question is, but you need a ‘hook’ to catch them. It may be a big image, a funny, clever, interesting one. A big slogan can do it. Work out the distance people will read the poster from and ensure they can see what you want them to see.

Pull – Make them come towards the poster to read more.

If they like what they see they will stop and walk towards the poster. They will want to know more. The image might be interesting, but if there is no appeal, then they will not get closer. A picture of a dead animal might make them stop, but once they realise what it is they will move on very quickly. Intrigue might be one reason why they come in.

Catch – Make them read the small print

Now they are reading the smaller print on the poster, they are closer. Does the wording sound interesting? Does it make the person want to come to the event. This is the difference between a ‘ham sandwiches’ and a ‘honey-glazed, slow-roasted ham sandwich’.

Land – They have decided to take it further.

If you are to land the catch they will need to follow it up. Will they be able to remember the details, are they really going to write a contact number down etc. Will they be able to remember the web site name. If it’s a jumble sale will they remember the time and date. If the poster is on a web site, they have more time and ability to record the details.

Design - Form versus Function

Form: For a well designed poster we want as few words as possible - clean and simple, good impact, no clutter,. We only want a few colours, in fact very little of everything, - the **less is more** approach. But is there enough information for them to get the point? You know the background, so are you filling in the blanks that others can’t do. Always show your poster to somebody, never judge your own work, you are too close to it. Remember the location of the poster, if it’s on your Church notice board, you don’t need the full address of the place because you are there! Too much information will mean that the main points are lost. If it looks cluttered it will not be attractive. Will people really remember all the important detail if it’s a poster in the Street? If the poster is part of a leaflet, then we don’t need as much on the poster itself. Remember colour posters can be expensive to print.

Function: Too little information will not mean that the person goes to the next step. They might like the poster, but unless there is something that appeals to them, unless they can see a reason for going to the event, then the poster is not doing its job. They might be thinking more about the design or image, than the event its talking about. Often we produce one poster and it is going to go in several locations, so we need more information than we require to cover all bases. Accommodation

Uni-coms Conference. 6 - 8 November 2015



Poster Number			Comment	Overall Score
Hook	Pull	Catch	Land	
Quality	Information	Appeal	Readability	

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Mark the best poster with a star:

Hook - blue

Catch - silver

Very best overall - gold

Pull - red

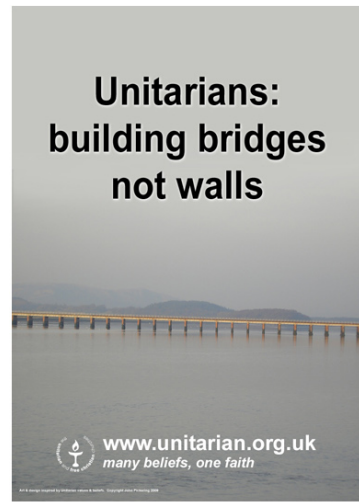
Land - green



Poster-01.jpg



Poster-02.jpg



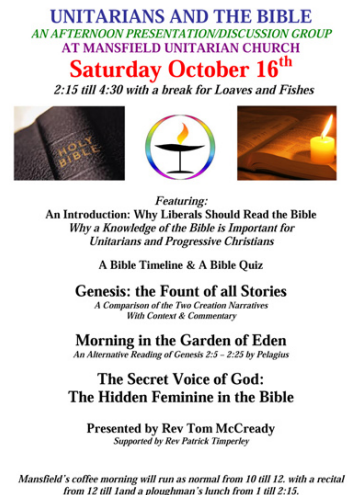
Poster-03.jpg



Poster-04.jpg



Poster-05.jpg



Poster-06.jpg



Poster-07.jpg



Poster-08.jpg



Poster-09.jpg



Poster-10.jpg



Poster-11.jpg



Poster-12.jpg

Family Activity Weekend

inc. 'Fun day' Hucklow
16-18 July 2010

Adults: £96
Children: £52
Including trip out to:
t: 01298 871218
info@thenightingalecentre.org.uk
www.thenightingalecentre.org.uk

Poster-13.jpg

The General Assembly of Unitarian and Free Christian Churches invites you to

Fun Days Away- Our Whole lives

Six days of fun, creativity, friendship, discussions, outdoor pursuits, worship, and all sorts...we will also be exploring a UUA programme exploring relationship issues, identity and reflecting on parenthood

**Nightingale Centre
Great Hucklow**

Sun 8th
- Fri 13th
Aug 2010

12-17
year olds

(2pm start on 8th, 2pm
finish on 13th)

t: 0798 5900 935 jharley@unitarian.org.uk
www.unitarian.org.uk/events

Poster-14.jpg

Foy Conference
29 April - 2 May
2011

SOCIAL NETWORKING OR SOCIAL NETWORKING ?

ANTHROPOLOGY IN A DIGITAL AGE
A Study Weekend
run by the
Foy Society
Open to All

Barnes Close
Chadwick
Malthouse Lane
Bromsgrove
Worcestershire
B61 0RA

Photo ©CathyKeller

Booking details from
Joan Partington
partingtons@gmail.com
01228 670 565
"Sandcroft" Townhead Hayton Brampton Cumbria CA8 9JF

David Warhurst
dwarhurst@warhurstfamily.co.uk
01609 882 442
18 Priory Way Ingleby Arncliffe N Yorkshire DL6 3LR

Poster-15.jpg

Nightingale Centre Open Day 29th May 2010

Family fun 25p

Stalls, Side-shows

Lunch 12pm-3.30pm

Fair 2-4pm

t: 01298 871218
info@thenightingalecentre.org.uk
www.thenightingalecentre.org.uk

Poster-16.jpg

GREAT HUCKLOW GALA DAY

Jungle Pencil Pals
£1.25

13 Aug - Come to Hucklow for the Day
Lunch and afternoon teas from 12pm

Poster-17.jpg

the 2010 Unitarian Annual Meetings

8th-11th April
University of
Nottingham
(Jubilee Campus)

Come as a delegate
Come as a friend
It's not just about
the business

t: 0207 240 2384

more at
www.unitarian.org.uk

Poster-18.jpg

HAVE I GOT NEWS FOR YOU

Distributed by all Unitarians free of charge from Unitarian Headquarters, 1-6 Essex St, London, WC2R 3JF t: 0077 240 2384

Action Packed Senior Weekend announced for 26-28th Feb 2010

UK WEATHER: 10-15°C

It was announced today that all 14-17 year olds are to be invited to another weekend in Hucklow, Derbyshire following the success of previous weekends.

Yesterday John Harley (jharley@unitarian.org.uk) said "They were so great last year, we are having another weekend of fun, discussions, walks, chilling out...and a chance to discover your inner journalist/create your own newspaper with help from Zette maestro David Warhurst."

Large number of bookings are expected for the weekend so those thinking of attending are advised to go to the website www.unitarian.org.uk and look on the events page NOW!

**CREATE THE
GA WORSHIP
SERVICE**
26-28 Feb only
4-6th April
Hucklow

A free event
WORDS, MUSIC, REFLECTIONS YOU DECIDE
more on www.unitarian.org.uk/events

Poster-19.jpg

HORSHAM INTERFAITH FORUM

invites you to a time of memory and hope

HIROSHIMA REMEMBERED

"Let us leave our children skies of blue"

Friday 6 August
7.30am to 8.15am

THE PEACE GARDEN
DENNE ROAD CEMETERY
HORSHAM

All welcome

For further details visit
www.horsham-interfaith.org.uk
or ring Tim Firth: 01403 790038

"Put out the fires of war from every nation in the world. May peace and love and liberty and life glow in our handshakes, in our voices, in our songs"

Poster-20.jpg

Nightingale Centre Open Day Weekend

28th - 31st May 2010

2 night from £93
3 night stay also available

See the blossom, enjoy the scenery
and take in 'Hucklow Open Day'

t: 01298 871218
info@thenightingalecentre.org.uk
www.thenightingalecentre.org.uk

Poster-21.jpg

creativity, justice, compassion, love

pride, harmony, understanding, support, fairness

what do you stand for?

learning, courage, co-operation, balance, peace

Inter Weekend 26-28 Feb 2010
All 11-14 year olds welcome!
Great Hucklow, Derbyshire
More details: www.unitarian.org.uk

friendship, honesty, confidence, help

Poster-22.jpg

Belief is something you hold close, something not to be trifled with, it can lead many ways. Blind faith is not the answer, arrogance is not the answer, it is a personal journey to find your own inner peace. Family and friends are here to love and guide, with a steady hand - to a better place.

www.unitarian.org.uk
many beliefs, one faith

Words by Joe Smith, a member of the Unitarian youth programme

Poster-23.jpg

Light the fire!

Discovery weekend

Create our future together

Do you dream of a more vibrant future for Unitarians in London and the South East?

Are you ready to explore new ways of being Unitarian?

This lively weekend will explore a new, more relevant and vibrant vision for Unitarianism through worship, dialogue, music, and imagination.

Topics: Leading change, best practices, imagination, faith, strength in diversity, spiritual growth, mission and purpose...

A time to dream, scheme, and build our future

Cost:
£160 Full Adult
£100 Concessions (under 35s and new Unitarians)
Grants available
Book/Apply: www.ltdpa.org.uk
email: louise.baumber@googlemail.com

28 - 30 January
2011

The Friars
Aylesford, Kent

Poster-24.jpg

Classical Guitar

ancient & modern



Neil Smith
Friday 24th Sept
1pm
Cross St Chapel

Poster-25.jpg

The Meditational Fellowship invites You to a **Meditation Weekend**
 At **Holland House, Cropthorne, Woot.**
 13th-15th August 2010
 Refreshment for the Spirit

Meditations plus:

- Music
- Singing
- Sacred Dance
- Poetry
- Sharing

Entry all in (Cones available). Info & Booking:
 Brenda Knopf, 4, Church Lane, Highfield,
 Southampton, SO7 1SZ, Tel: 02380 555 333

Poster-26.jpg

The Nightingale Centre, Great Hucklow
Over Sixty ^{but} Young at Heart
 12th - 16th July 2010
 Price on application

Come and join us for a relaxing week and enjoy the Derbyshire countryside

01298 871218 info@thenightingalecentre.org.uk
 www.thenightingalecentre.org.uk

Poster-27.jpg

unitarians

- share a quest for wholeness
- share a concern for social justice
- provide a caring community
- provide new ways to experience spirituality

Poster-28.jpg

Welcome to this **Unitarian Church**

It is a place we love and we tend with care.

It has been made holy by the presence and prayer of many people worshipping in their own way.

We do not ask what you believe, or expect you to think the way we do, only that we all do our best to try and live a kind and helpful life.

Speakers here have the task of presenting faith freely, fearlessly and faithfully. Those listening have the responsibility of hearing without prejudice, for we feel religion is wider than any one sect and deeper than any single set of opinions.

We wish you a friendly welcome without demand, but should you prefer to worship unnoticed, we would respect your wish.

www.unitarian.org.uk
 many beliefs, one faith

Poster-29.jpg

Why? How? Who?
 exploring questions
 not preaching answers

www.unitarian.org.uk
 many beliefs, one faith

Poster-30.jpg

Catching Heaven in a note
 with the Unitarian Music Society

Explore the power of music - in many faiths and cultures - to evoke the spiritual

A two day mid-week break is for instrumentalists, singers, music enthusiasts and those who just enjoy listening!
 Non members welcome

The Nightingale Centre Great Hucklow

more at: www.unitarianmusic.org.uk

Poster-31.jpg

Youth GA Pre-conference
 help **CREATE A GA WORSHIP SERVICE**
 6-8th April 2010
 aged 12-17 only
 a free event

WORDS, MUSIC, RITUALS? YOU DECIDE
 The Nightingale Centre, Great Hucklow
 more on: www.unitarian.org.uk/events

Poster-32.jpg

American Patchwork Quilting

Led by Dr Judy Campbell - American Unitarian Community Minister & Fabric Artist.

19th-21st March
Nightingale Centre
 Open to beginners & experienced quilters

£120 including materials
 Contact: Stella Burney t: 01298 71218
 e: info@thenightingalecentre.org.uk

Poster-33.jpg

Terry Eagleton

The Richard Price Memorial Lecture

The New Atheism and the War on Terror

Saturday 18 September 2010
 7.30pm

NEWINGTON GREEN UNITARIAN CHURCH
 BIRTHPLACE OF FEMINISM

www.newunitary.org
 33 Newington Green, London N16 9RE

Poster-34.jpg

explore your creative self through art, drama and allsorts at

Unitarian Senior Weekend
Igniting Creativity

walking chilling
 discussions circle time
 new friends great times

6.30pm Fri 26th - 2pm Sun 28th Nov 10
 the Nightingale Centre, Great Hucklow
 credit card booking now available on
www.yuponline.org.uk
 Open to all 14-17 year olds £95 (early book £50)
 John Harley: 07985 900 935 jharley@unitarian.org.uk

Poster-35.jpg

For 7-14 year old southern Unitarians
a Uni-kids Weekend

'WE ARE ONE'
 Fri 23rd - Tue 27th July 2010
 Swanage Youth Hostel, Dorset

Trips Out
 Fun packed
 Jurassic coast
 Creativity on the beach
 Trust games / circle time
 A Unitarian and Free Christian Church Event

Only 13 places so book soon!
www.unitarian.org.uk/events
 t: 07985 900 935

Poster-36.jpg

learn how to **GET YOUR CONGREGATION NOTICED** with **Publicity** **UCICN** **learn**

19-21 Feb '10 Hucklow



do **create**

Sessions

- * visibility strategies
- * leaflet design/content
- * professional websites
- * keeping your website attractive
- * create a congregation promo video (Fri pm)

ask your congregation, society or district to sponsor you

more at: www.uccn.org.uk
or Valerie on 01296 613501 vwalker55@gmail.com

Poster-37.jpg

Gather the Spirit through Music

Wed 17th - Fri 19th Feb 2010



Nightingale Centre Great Hucklow, Derbyshire

- * nurture the spirit with music
- * participate and explore
- * everyone welcome regardless of musical experience



from £86 inc. all meals



www.unitarianmusic.org.uk

Helen Merritt: 0151 625 5488
richardandhelenmerritt@hotmail.com



Poster-38.jpg

UNITARIAN MUSIC SOCIETY 

ANNUAL CONFERENCE - HUCKLOW

13-16TH AUGUST 2010

ADIE@ADIEWILSON.CO.UK
01483 421905
FROM £149

MAKE MUSIC




NON UMS MEMBERS WELCOME

INSTRUMENTALISTS, SINGERS, MUSIC ENTHUSIASTS

Poster-39.jpg

The Nightingale Center, Great Hucklow
21st-25th March 2010 - 3rd Annual Spring

Writing Retreat



Discover your voice in writing

From £217

Facilitated by Rev. Dr. Judith Campbell

01298 871218 info@thenightingalecentre.org.uk
www.unitarian.org.uk/events

Poster-42.jpg

WALKING BREAKS AT HUCKLOW JANUARY 2012



Nightingale Centre Great Hucklow

Fri 13th - Sun 15th
Fri 20th - Sun 22nd
Wed 25th - Fri 27th


Enjoy the delights of Derbyshire

more on: 01298 871218
info@thenightingalecentre.org.uk
www.thenightingalecentre.org.uk

Poster-40.jpg

21st-25th March 2010 - 3rd Annual spring

Writing Retreat



From £217

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The Nightingale Center, Great Hucklow

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www.unitarian.co.uk/events

Poster-41.jpg

Jill Crossland (piano)

"magnetic, delightful" - Penguin Guide to CDs/DVDs



Bach Selection from the well-tempered Clavier
Rameau Suite for Keyboard in D
Beethoven Moonlight Sonata
Beethoven Bagatelles Op 126

Saint Saviourgate Unitarian Chapel, York

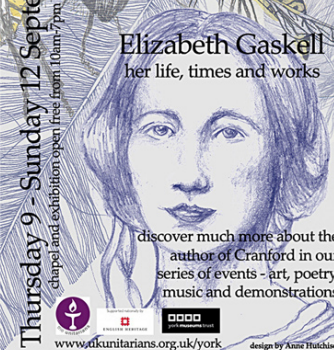
Friday 9th July, 2010, 7.30 pm

Admission Free
Retiring Collection

Poster-43.jpg

Heritage Open Days 2010 at St Saviourgate Unitarian Chapel York celebrating 200 years of

Thursday 9 - Sunday 12 September
chapel and exhibition open free from 10am-7pm every day



Elizabeth Gaskell her life, times and works

discover much more about the author of Cranford in our series of events - art, poetry, music and demonstrations


www.kunitarians.org.uk/york design by Aimee Hutchinson

Poster-44.jpg

General Assembly of Unitarian & Free Christian Churches (GUFC)

Junior Weekends For All 7-11 Year olds

Funky Farmyard



1 - 3 October 2010
The Nightingale Centre, Great Hucklow

Poster-45.jpg

Unitarian Youth Programme presents an Inter weekend (aged 11-14) exploring:

the gift



1-3 April £50 (if you book early)
Nightingale Centre, Hucklow, Derbyshire
www.yuonline.org.uk

If you are 11-14 years old (or a parent) and would like more details about this Unitarian weekend please call Claire Maddocks 07852 850 949 or piggiclaire@hotmail.com



Poster-46.jpg

Unitarian Youth Programme Senior Weekend (aged 14-17) 1-3 April £50 (if you book early)

Theme: The wisdom, craziness & comedy in Soap Operas



Nightingale Centre, Hucklow, Derbyshire
www.yuonline.org.uk

Explore your creative self through art, drama and allsorts. Time for walking, chilling, discussions, circle time and making new friends. New faces always welcomed. If you are 14-17 years old (or a parent) and would like more details about this Unitarian weekend please call John Harley 07985 900 935



Poster-47.jpg

YOUTH ROADSHOW @ the GA



Poster-48.jpg