

Date: January 2018
To: Pastor and Men's Leader
From: Norm Tacklind
Re: **Iron Sharpens Iron Church Promotion Packet**



I am thrilled that you have requested a Promotion Packet for the Los Angeles area Iron Sharpens Iron Men's Conferences on April 28! We pray that the conference will be a tool that will help to sharpen and equip your men to serve our Lord better in all areas of their lives.

As you likely know, mobilizing men to an off-site conference is not easy! We will be with you each step of the way to encourage and guide you with the process.

Included in this promotional packet are:

- The 2018 Conference Game Plan
- Conference Brochures
- Conference Posters
- Seminar & Speaker Information (check the website periodically for updates)
- Two-Sided Bulletin Insert Master
- Sample Text for Bulletin or Email Alert
- Sign Up / Registration Sheet

Each enclosure is important but we want to draw special attention to the Game Plan. This tool comes from lessons learned in mobilizing men to a number of events. It should be a big help to you! The Game Plan has guidance to follow each week starting eight weeks before the event. Write the appropriate date on the first line of the plan.

Visit www.csbministries.org/isi to see these files and other helpful information, including:

- **Power Point Slides**
- **Promo and Informational Videos**
- **A promotional DVD will be available upon request**



We are here to serve you. Contact me if you need more brochures or posters, need to get lodging during the event or need some encouragement or just have a question about what happens at the conference. We believe that God will use this conference to sharpen mighty men of God who will stand strong for Him.

Serving Christ with you,

Norm

Norm Tacklind

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Cost Structure for Iron Sharpens Iron

Start with the men of your church!

Early registration is a great way for you and the men of your church to save money. By registering 10 days early, you can save nearly 25% on all of your registrations.

You can register online, over the phone or by mailing in your registration form. A registration form for this conference is available at www.csbministries.org/isi.

Standard Registration (at the Door)		\$59 per man
*Early Registration		\$53 per man
*Early Registration Group (10+ men registering together)		\$45 per man
Student Registration	(age 13-22 and full time student)	\$29 per man
Active Military Registration		\$29 per man
Optional Lunch	(only available with early registration)	\$ 8 per man

*Early Registration means that the registration is *received* by Wednesday, April 18th.

Registration can be done online, by email, fax, or *snail-mail*. See <http://www.csbministries.org/isi> for more details.