



Know your Audience

Below is a list of audiences we must meet the needs of:

The God of Israel

He needs to know that we're serious about glorifying him in the way we conduct ourselves in leading this event.



Potential Participants

These people may come, if they know about it, know what to expect, and know who is behind it.

- Church Community
- Jewish Community
- Media and news broadcasting
- Curious students of history



Participants

These people need to know what they're doing and what's expected of them.

- March Participants
- Concert Participants
- Event Marshals / Organizers
- Speakers / Musicians



Other Stakeholders

These people need communication to know if they should be involved.

- Press / Media
- Civic Leaders
- Police and Authorities