

# 7TH COMMUNICATIONS CONFERENCE

FEBRUARY 26 & 27, 2016

## TENTATIVE CONFERENCE SCHEDULE & COURSE OFFERINGS

**CONFERENCE THEME:** *“Building Bridges—Connecting Generations”*

**TARGETED AUDIENCE:** Church is one of the few places in America where all generations intersect at the same time for the same purpose—to experience God and grow in our faith. But children experience God differently than young adults. And young adults often sound like they’re speaking a foreign language to older adults. Communication across generational lines is a major barrier in all facets of American life, including at church. Topics discussed, concepts and applications presented at this year’s Conference are designed to benefit all of the church, regardless of position, longevity or age. (Pastors and Ministerial Staff, Ministry Leaders and ministry members, Communications/Public Relations Directors and Staff, Church Office Staff, Announcement Clerks, or members seeking their place in the working of church ministry).

### FRIDAY, FEBRUARY 26 — FAIRVIEW DONALD BURNS FELLOWSHIP HALL & EDUCATIONAL CENTER

**Focus:** *“What’s That in Your Hand? - Confronting the Fear of Technology”*

9:30a.m.— 3:00p.m. **REGISTRATION**

10:00a.m.—3:00p.m. **TECH—NOVICE DAY**

The informal, come-and-go schedule with an on-your-own, brown-bag, lunch period. The session is an open-ended format, designed to provide hands-on support in the use of I-Pads, notebooks and tablets, cell phones/smartphones, laptops, basic tips on navigating the computer, digital cameras, kindles, etc. Mentors will be available to assist conference attendees in the use of electronic devices in ministry as well as in their personal lives. Information will also be available to introduce participants to varied types of social media. Those with minimal skills or limited knowledge in these areas are encouraged to attend the day session.

### FRIDAY NIGHT, FEBRUARY 26 — FAIRVIEW MAIN SANCTUARY

**Focus:** *“Connecting Generations to Fulfill the Mission of Ministry”*

The unique characteristics of each generation cause divides between the generations. This session will address the challenges faced by Pastors and Leaders in engaging members in Ministry in multi-generational churches and some of the causes of hesitations of members to cross generational lines and blend as one body.

Information will be presented that gives an overview of the different generations, looking at what each generation values and what motivates them. Presenters will offer insight into how to tap those motivations and offer practical ways to create meaningful ministries that leverage the strengths of every generation, thereby creating an effective communication link that brings the people together (intergenerational), creating atmospheres that invite all ages to actively participate in the work of the Ministry, thereby fulfilling the church’s mission.

The session will include a panel followed by an open forum, allowing conference attendees an opportunity to engage in an open discussion on the effects of and solutions to bridge the gap that exists among generations.

6:30—7:30 p.m. **REGISTRATION**

6:30—9:00p.m. **GENERAL SESSION**

**OFFICIAL OPENING AND CONFERENCE OVERVIEW** . . . . .

*“Effective Witness in a Multi-Generational Society”* . . . . .REV. CLEO MCGLODY  
*Evangelism Minister, Fairview Baptist Church*

**Presentation of Topic** . . . . .BRO. JAMAR PATTERSON  
*Assistant Director, Communications & Public Relations Ministry*

#### PANEL—OPEN FORUM

*“Building Bridges — Connecting Generations”*

**Announcements ~ Closing Remarks ~ Adjournment**

**SATURDAY, FEBRUARY 27 — DONALD BURNS FELLOWSHIP HALL**

**Focus:** *“Successful Communication in Ministry: Connecting Generations”*

**8:00—8:30a.m. REGISTRATION AND COFFEE**

**8:30—8:55a.m. OPENING SESSION/ PRESENTATION OF AGENDA**

**9:00—11:55a.m. BREAKOUT SESSIONS**

**9:00—9:55a.m. MINISTRY PROMOTIONS: IS IT NECESSARY? —MAELEATHA PATTERSON, PRESENTER**

- This session will lead the participant in discussions regarding the advantages of promoting the church or ministry's program. They will review current systems and explore the need and processes in developing and managing a consistent, dependable communication system. Participants will look at best practices for understanding church communications in terms of audience needs, strategy and implementation. Key elements of positive church and ministry promotions will be discussed. (Participants will have the opportunity to engage in actual applications in "PROMOTION STRATEGIES.")

PRODUCING QUALITY PHOTOGRAPHS THAT ENHANCE MINISTRY —LEVI MCCULLOUGH, PRESENTER

- This session will provide participants with the basics of picture taking, including a working knowledge of appropriate lighting and distance to produce the best photos. The session will include hands on instruction regarding use of various types of cameras, including use of cell phones and i-pads in lieu of stand alone cameras. (Those desiring this workshop should bring their camera or phone/i-Pad that is used for photographs)

WHAT'S THAT IN YOUR HAND? - CONFRONTING THE FEAR OF TECHNOLOGY—ON-SITE MENTORS

- This session is designed to provide hands-on support in the use of I-Pads, notebooks and tablets, cell phones/ smartphones, laptops, basic tips on navigating the computer, digital cameras, kindles, etc. Mentors will be available to assist conference attendees in the use of electronic devices in ministry as well as in their personal lives. Information will also be available to introduce participants to varied types of social media.

CHURCH SOUND TECHNIQUES—James "Chuck" Ford, PRESENTER

- The Church Sound Techniques Course is designed to strengthen the skill set of sound engineers, audio techs and those involved with sound technology in a local church worship ministry, or those looking to get involved in this type of ministry. With detailed walkthrough concepts such as proper microphones, sound board techniques, proper equipment choices, etc. , this course is clear, understandable and takes the mystery out of effective sound reinforcement. This Course is a "must" for every sound person in a local church, and is perfect for practical training and refreshers.

**10:00-10:55a.m. PROMOTION STRATEGIES —MAELEATHA PATTERSON, PRESENTER**

- This workshop will be an extension of "MINISTRY PROMOTIONS." The participant will look at best practices in church communications in terms of audience needs, strategy and implementation. Key elements of positive church and ministry promotions will be discussed. Attendees will participate in an exercise to design (or improve) a Communications Ministry in their individual church. Cost effective campaigns will be discussed. Although the session is tailored for non-Fairview Conference attendees, it is open to all registrants.

SOCIAL MEDIA — JENDAYI DOUGLAS, PRESENTER

- This course is designed to provide a basic understanding of the different perceptions, and practices related to social media and Ministry. It will provide an overview of the different social media outlets that are available, how they can be utilized to enhance your ministry and/or church, and also its relevancy, impact, and necessity in present time. Basic concepts will be discussed, that will help class attendees develop their own social media structure to promote their ministry/church.

USE OF GRAPHIC ARTS TO PRESENT YOUR MESSAGE (POSTERS & FLYERS) —JAMAR PATTERSON, PRESENTER

- This workshop will offer tips and innovative ideas on how to create documents that are both informative and receive attention. Participants will be able to actively participate in the development of promotional documents.

CHURCH SOUND TECHNIQUES—JAMES "CHUCK" FORD, PRESENTER

- Continuation from 9:00 a.m. session

**11:00-11:55a.m. MANAGING YOUR MINISTRY THROUGH THE USE OF TECHNOLOGY — CORA KEMP-EPPS, PRESENTER**

- Sometimes we overlook simple, practical tools that are available as a means of improving or enhancing our ministry. This session will look at integrating technology in organizing and managing Ministry. These principles can also be used for small congregations. Low-cost and no-cost applications, tools, and programs that can be used to develop data sets for membership registers, keep attendance records, ministry involvement, etc., to streamline filing systems and keep automated up-to-date records for easy follow up.

WHAT'S THAT IN YOUR HAND? - CONFRONTING THE FEAR OF TECHNOLOGY—ON-SITE MENTORS

- Repeat of 9:00 a.m. session

WHAT'S THAT IN YOUR HAND? - CONFRONTING THE FEAR OF TECHNOLOGY—ON-SITE MENTORS

- Repeat of 9:00 a.m. session

**12:00—1:00p.m. LUNCHEON - "The Challenges of Pastoring a Multi-generational Church" — Dr. John A. Reed, Jr., *Speaker***  
Senior Pastor, Fairview Missionary Baptist Church, Oklahoma City

- Wrap-up / Evaluation / **Conference 2016 Ends!**