

# 8TH COMMUNICATIONS CONFERENCE

FEBRUARY 15 & 16, 2019

## TENTATIVE CONFERENCE SCHEDULE & COURSE OFFERINGS

**CONFERENCE THEME/FOCUS:** *“CONNECT 2019 — Essential Strategies for Effective Communication in an Intergenerational World”*

**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 15 — FAIRVIEW DONALD BURNS FELLOWSHIP HALL & EDUCATIONAL CENTER

**Focus:** *“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 15 — FAIRVIEW MAIN SANCTUARY

**Focus:** *“CONNECT2019—Generational Communication”*

This session will address some of the challenges faced in multi-generational churches and some of the causes of hesitations of members to cross generational lines and blend as one body. What’s causing the divide? Language barriers? Promotion Strategies or lack of? Apathy? Complacency among leadership and members?

Members of various capacities in the church (Pastors, Communication Staff, laity of various ages) will serve on a panel to address issues presented from the audience in an open forum format. The Conference participants will be able to interact with the panelists as well as participate in Café-style group sessions where they will discuss the challenges experienced in communicating with different generations and its outcome on church ministry. Pastors and leaders, as well as lay members, are encouraged to attend Friday night’s session.

6:30—7:30 p.m. **REGISTRATION**

6:30—9:00p.m. **GENERAL SESSION**

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

**Exposition on the Theme** . . . . . **BRO. JAMAR PATTERSON**  
*Assistant Director, Communications & Public Relations Ministry*

#### PANEL—OPEN FORUM

**Panelists:** Dr. Kelly Booker, Pastor, New Union Baptist Church; Rev. Larry Crudup, Pastor, Tabernacle Baptist Church; Rev. Cleo McGlory, Evangelism Minister, Fairview Baptist Church; Maeleatha Patterson, Director of Communications & PR Ministry, Fairview Baptist Church; Others to be named.

**Announcements ~ Closing Remarks ~ Adjournment**

**SATURDAY, FEBRUARY 16 — DONALD BURNS FELLOWSHIP HALL**

**Focus:** *“Essential Strategies for Effective Communication in an Intergenerational World”*

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

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

**9:00—11:50a.m. BREAKOUT SESSIONS**

**9:00—10:20a.m. CATCHING THE EYE: TIPS FOR UTILIZING GRAPHICS FOR EFFECTIVE PROMOTION —JAMAR PATTERSON, PRESENTER**

- Effective promotions are always, first, eye catching. During this course, we will discuss the different aspects of creative graphics that aid in promoting your event/ministry. Whether it's posters, flyers, handbills, digital graphics, etc., a good graphic will always strengthen your advertisement efforts.

PHOTOGRAPHY: 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)

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. (To enhance the learning experience, participants may find it beneficial to bring personal laptops, i-Pads, etc.)

CPR TO THE RESCUE: FAIRVIEW'S COMMUNICATION MINISTRY SUPPORT — MAELEATHA PATTERSON, PRESENTER

- This session is tailored for Fairview ministry Leaders and designated Ministry Publicity staff. Presenters will discuss resources available at the church and through Fairview Communication Ministry to aid in Ministry promotion and outreach, including: ways to increase Ministry viability, internal and external Ministry event announcements, use of church newsletter/e-news, church website, church Facebook page and other social media platforms, e-blasts, texting and other applications to simplify routine and emergency communication; assistance in promoting workshops/conferences/special events; scheduling photographer. Non-Fairview

**10:30-11:50a.m. GETTING SOCIAL: EFFECTIVE SOCIAL MEDIA STRATEGIES —JAMAR PATTERSON, PRESENTER**

- Social media is a present and ever evolving reality for our world, and also for the Church. This course is designed to give participants strategies for utilizing different platforms such as Facebook, Instagram, etc., and also, tips for creating productive posts that bring positive attention to your church's social media presence.

WHO'S TALKING: EFFECTIVE CHURCH COMMUNICATION SYSTEMS —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. Attendees will participate in an exercise to design (or improve) a communications system 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.

LEVEL UP: HOW STRATEGIC PLANNING CAN TAKE YOUR NEXT EVENT/MINISTRY TO A HIGHER LEVEL — VELINA DAVENPORT, PRESENTER

- Nothing great is accomplished without well thought out planning. This course is designed to give Participants many strategies and concepts to help drastically increase the efficiency and effectiveness of various events such as: ministry events, workshops, worship services, etc., through the use of thorough and strategic pre planning.

**12:00—1:00p.m. LUNCHEON - “Being the Church Today” — Dr. John A. Reed, Jr., *Speaker***

*Senior Pastor, Fairview Missionary Baptist Church, Oklahoma City*

- Dr. Reed, now in his 56<sup>th</sup> year as pastor, began at the age of 25 and has the unique experience of having served a multi-generational congregation as he, personally, moved up the generational ladder. Pastors and leaders are especially encouraged to attend the luncheon, as well as laity, to glean from this seasoned, profound Pastor/Teacher as he expound on effective communication in an intergenerational world for the church today. (A luncheon-only rate is available.)