

FAIRVIEW BAPTIST CHURCH  
5<sup>TH</sup> ANNUAL  
**COMMUNICATIONS**  
*Conference*  
MARCH 9-10, 2012  
*"Effective Communication  
Techniques for the Church Today"*

Training available in the Following Areas:

- Using Social networking and Technology to Promote Your Church or Ministry
- Writing News Articles
- Proper Techniques for Photography and integrating photos into advertising
- How to Make Attention Getting Flyers and Posters
- Starting and Sustaining a Church or Ministry Newsletter
- *And Much, Much More!*

Registration \$15

Fairview Member Discount \$10

Online Registration available at:

[WWW.FAIRVIEWOKC.COM](http://WWW.FAIRVIEWOKC.COM)



**Dr. Eric Joseph**  
Luncheon Speaker



**Dr. J.A. Reed Jr.**  
Senior Pastor  
Friday Night  
Speaker



## Conference Highlights

### **CONFERENCE GOAL:**

- *This year's event is a two-day format and is designed to provide participants with resources and practical techniques and tools to initiate systems and optimize existing processes to positively present and represent Christ and to promote their church and church ministries. Friday night will focus on establishing the need for the church to be proactive in marketing the product. Saturday's agenda is designed to provide practical tools and techniques to use in church marketing.*

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### **REGISTRATION INFORMATION:**

- **Online Registration**—Registration can be completed online by going to Fairview's website at [www.fairviewokc.com](http://www.fairviewokc.com). Click on the "Communications Conference" link or the announcement slide to go to the online registration form.
- **Register in Person or Mail In Registration**—Complete the registration form included with this information and mail or present to the Conference Registration Team.
- Discount registration rate available for Fairview members and for Church groups. See Registration Form for more information.

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### **HOTEL ACCOMMODATIONS:**

- Arrangements will be made with Crowne Plaza Hotel, 2945 Northwest Expressway, Oklahoma City, OK. Approximate Conference rate, \$89 per night. **PLEASE NOTIFY THE CONFERENCE PLANNING COMMITTEE AT [COMMUNICATION@FAIRVIEWOKC.COM](mailto:COMMUNICATION@FAIRVIEWOKC.COM) IF YOU WILL NEED HOTEL ACCOMMODATIONS.**

Sponsored by

FAIRVIEW MISSIONARY BAPTIST CHURCH  
COMMUNICATIONS AND PUBLIC RELATIONS MINISTRY  
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**Conference Planning Committee:** Jamar Patterson—Conference Chair, Assistant to Director, Maeleatha Patterson—Ministry Director, Registration; Levi McCullough—Photography; Denise Patterson—Facilitators, Courtesy; Cora Kemp-Epps—Projects

## TENTATIVE AGENDA

### FRIDAY, MARCH 9 FAIRVIEW MAIN SANCTUARY

**Focus:** *"Church Leaders and Ministries' Role in Communication"*

Church evangelism and basic marketing have some of the same purposes. It's to get the "word out", to make others aware of a service or product offered to potential clients (or members for the churches), and to motivate them to "buy" or take part. Ministry marketing reach out and attract the lost for salvation first, and then teach and train them to play a vital role in your church's vision to impact the world. This church marketing plan involves accomplishing what Jesus said in Mathew 28:19-20: **"Go therefore and make disciples of all the nations, baptizing them in the name of the Father and the son and of the Holy Spirit, teaching them to observe all things that I have commanded you...."**

Friday's session will include a review of the need for and responsibility of Ministry Leaders in promotion efforts and explore ways of enhancing current practices and/or developing new methods.

6:00—6:30 p.m.

**REGISTRATION**

6:30—9:00 p.m.

**GENERAL SESSION**

**"Communication and Evangelism"** ..... REV. CLEO MCGLORY  
*Evangelism Minister, Fairview Baptist Church*

**Marketing: "Is it in the Bible?"** .....MAELEATHA PATTERSON, PRESENTER

**Ministry Marketing** ..... CORA KEMP-EPPS, FACILITATOR

This period will afford the participants the opportunity to dialogue and explore options in Ministry promotion. Attendees will work as groups to develop campaign strategies, based on assigned situations.

**Opening Speaker - "The Leader's Role in Being the Church Today"** .....DR. J. A. REED, JR.  
*Senior Pastor, Fairview Baptist Church*

**Closing Remarks ~ Announcements ~ Adjournment**

### SATURDAY, MARCH 10 DONALD BURNS FELLOWSHIP HALL

**Focus:** *"Effective Communication Techniques for the Church Today"*

Saturday's agenda is designed to introduce to ways of using video and multimedia tools, effective printed publications and other tools that are applicable across generations to result in productive Ministry promotion.

8:00—8:30 a.m.

**REGISTRATION AND COFFEE**

8:30—8:45 a.m.

**OPENING SESSION**

8:45—11:20 a.m.

**GENERAL SESSION**

**\*Presenter 1: Principles of Effective Church Communications** —MAELEATHA PATTERSON, PRESENTER

- This presentation will include information on Formalizing Your Communication Efforts, Starting and Sustaining a Church or Ministry Newsletter, Marketing Your Ministry: Maximizing at Minimal Costs. Participants will receive information on economical promotional tools that are available to aid in promotion of their church/ministry (brochures, newsletter, websites, e-communications, etc.). Attendees will have the opportunity to review samples of low-cost tools available to aid in their promotion efforts.

**\*Presenter 2: Photography - Getting the Best Results** —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 presenter will be available to assist participants with hands-on instruction regarding use of various types of cameras. (Participants are encouraged their personal cameras to class)

**\*Presenter 3: Flyers and Posters: Read It or Trash It** —JAMAR PATTERSON, PRESENTER

- Participants will be provided with tips and innovative ideas on ways of creating documents that are both informative and attractive. Participants will be able to actively participate in the development of promotional documents. Software packages introduced will include Microsoft Word, Publisher, PowerPoint and Photoshop.

8:45—11:20 a.m.

**Presenter 4: Communicating Through Print: Getting It Published—ANGELA MONSON, PRESENTER**

Cont'd

- This session is highly demanded and will include some information presented at previous Conferences but will also provide advanced tips for repeat attendees. It will include tips on preparing press releases for newsprint—what goes in a release, how it should be organized, and how to improve the likelihood that the release will be printed. Differences between releases for newspapers, church bulletins and other media outlets will also be covered.

**\*Presenter 5: Safe Use of Social Media in Church Promotion: Avoiding Pitfalls—JOEY PARKER, PRESENTER**

- The presenter will share various types of social media sites available (Facebook, MySpace, Twitter, YouTube, LinkedIn, etc.) and lead the attendees in ways of safely utilizing social media as a tool to promote the church and its events. Participants will in also receive tips on things to avoid in posting information on personal media sites.

This session will also include information on advancements in technology and the use of mobile devices to communicate (smartphones, I-Pads, netbooks, etc.)

10:00—11:20 a.m.

**YOUTH SESSION: “Is Anybody Listening?”**

- This session is designed for youth, up to age 17, and will be facilitated by youth workers and young adults. This will afford the participants the opportunity to dialog about challenges they face today in communicating across generational lines.

11:30—12:30 p.m.

**LUNCHEON**

**Luncheon Speaker** ..... DR. ERIC ANTHONY JOSEPH  
VICE PRESIDENT OF STRATEGIC INITIATIVES, MID AMERICA CHRISTIAN UNIVERSITY, OKC

12:30—1:00 p.m.

**WRAP-UP/EVALUATION**

- **Conference 2012 Ends!**

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1:00—2:30 p.m.

**\*POST-CONFERENCE SESSION**

**Presenters indicated by (\*) will be give a mini presentation during the General Conference and will be available after the conference to meet with participants and give more in-depth information on the presentation made during the General Session. Attendees will be afforded the opportunity to ask questions that may be unique to their situation and will be able to engage in hands-on instruction.**

**CONFERENCE TOOLS:**



Those that will participate in the Post-Conference Photography Session should feel free to bring their camera (if available—not required) to allow the presenter to assist in such questions as proper settings, lighting, distance, etc.



Feel free to bring your laptops. Wireless internet access is available. This might enhance your experience in some of the sessions. Limited wall outlets are available so please make sure your battery is fully charged or bring an extension cord.

Feel free to bring any promotional items that you are currently using in your Ministry to share during the one-on-one breakout period.

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