

1:50 pm - QUESTIONS

2:00 pm - ERIC MURRELL—

*Communication Director,
Long Hollow Baptist Church*

“The untapped power of curiosity”

Find out what happens when you abandon traditional marketing and engage your community in creative ways.

2:20 pm - QUESTIONS

2:30 pm - FINAL REMARKS

“Professional development training for you | by you”

Want to improve your professional communication skills—a few tips at a time? Throughout the day, BCA Professional Development Coordinator Shannon Baker will share videos of BCA members who communicate some of the lessons they have learned in their respective ministry areas. View other videos on BCA’s VIMEO channel. *Shannon is director of communications for the Baptist Convention of Maryland/Delaware.*



presents



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by the
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membership and its many benefits.**

FALL FORUM

**SBC BUILDING, NASHVILLE, TENN.
SEPT. 26, 9AM-3PM**

9:00 am - WELCOME

9:15 am - SHAWN HENDRICKS—
Managing Editor, Baptist Press

“Notes down. Breathe. Tell me a story.”

Your best story yet could be inside you ready to inspire, encourage and motivate. But first, put your notes, camera or whatever gear down and take a moment to reflect and let the most memorable details bubble to the surface.

9:35 am - QUESTIONS

9:45 am - JENINIFER RASH—
Executive Editor, The Alabama Baptist

“Efficient teamwork”

In most work environments, you will find yourself in one of three positions -- overwhelmed with too much to do, underwhelmed and possibly even bored or balanced just right. With the right attitude and spirit among team members, every team can produce a balanced, fulfilled and efficient life for each member. With that accomplished, there are no limits to what your team can accomplish.

10:05 am - QUESTIONS

10:15 am - BREAK

10:30 am - MARTY DUREN—
*Manager of Social Media Strategy,
LifeWay Christian Resources*

“Why SM are more important than SEO”

or ... “Why social media are more important than search engine optimization” Social media provide more value for your online content than SEO. Find out why you should write with Facebook and Twitter, rather than Google and Bing, in mind.

10:50 am - QUESTIONS

11:00 am - BILL BANGHAM—
Director, The Academy, International Mission Board

“Why we do what we do”

Beyond the deadlines and edits, graphic elements and production values, fundraising and strategy, is there something more? Consider not only the “what” and “how” of Christian communications, but also the “why.”

11:20 am - QUESTIONS

11:30 am - LUNCH

12:15 pm - TINA BOESCH—
*Graphic Designer for the book,
“Along the Silk Road”*

“Word meets image. Image interprets Word.”

When a Syrian named John of Damascus formulated the first defense of Christian images, his argument was based on the doctrine of the

incarnation—the Word becoming flesh, the Word becoming image. Roughly 1300 years later the complex relationship between word and image continues to energize communication. How can we, as Christian communicators, embrace images in a way that allows them to breathe new life and new meaning into our words? What happens when we allow images to interpret the Word?

**12:45 pm - QUESTIONS/SHORT
BREAK**

1:00 pm - STELLA PRATHER—
*Communications Director,
Arkansas Baptist Children’s Homes*

**“Wearing too many hats at work?
Volunteers could be your saving grace!”**

Volunteers can be worth their weight in gold for your organization. With the right and committed volunteers, your organization’s goals can be accomplished. Volunteers can also save you time, energy and frustration.

1:20 pm - QUESTIONS

1:30 pm - IAN RICHARDSON—
*Director, Communication Services,
Mississippi Baptist Convention Board*

“Witnessing through media”

How can you coach others to be communicators? Learn from one who has launched a conference in his state convention to equip and instruct others to use the power of the media in fulfilling the Great Commission.