

1:40 pm - BRANDON PICKETT—

*Vice President, Innovative Faith Resources
Associate Executive Director, SBC of Virginia*

CHRIS RIDDICK—

*Marketing Director, Innovative Faith Resources
Glen Allen, Virginia*

“No Boundaries”

We all know how important a good video is... Or how a professional website can help spread information. But what if you could use all the media tools at your disposal to not only raise awareness but make sure people keep coming back and share their experience with others? Find out how to use relevant content and context to break down the barriers of individual media channels, make sure your message gets through all the noise and be able to follow up to get results.

2:00 pm - QUESTIONS

2:10 pm - DAN BEATTY—

*Director of COMMISSIONstories
International Mission Board, Richmond, Virginia*

“How a Story Comes Together”

Strong relationships and close collaboration are at the heart of effective storytelling. For Beatty, communications success is defined by long-term audience engagement and response. “If we can present information in the way that helps people care as much as they are capable of caring, then we have done our job.”

2:30 pm - QUESTIONS

2:40 pm - FINAL REMARKS

*Shannon Baker, director of communications for the
Mid-Atlantic Baptist Network in Columbia, Md.,
served as emcee for today’s program.*



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FALL FORUM

**INTERNATIONAL MISSION BOARD
3806 Monument Ave., Richmond, Va.**

SEPTEMBER 18, 2015, 9 AM - 3 PM

9:00 am - WELCOME

9:10 am - ERICH BRIDGES—

*Global Correspondent
International Mission Board
Richmond, Virginia*

“How to Find the ‘Global Angle’ in Stories in our Own Backyards”

...particularly in the area of ministering/developing relationships with international students, immigrants, internationals here on work visas and refugees in our communities. There’s nothing new about this opportunity, of course, but it’s more exciting and urgent than ever, given the fact that the nations have come to us, coupled with the disturbing increase in fear of and hostility toward immigrants in general, even in the church.

9:30 am - QUESTIONS

9:40 am - CAM TRACY—

*Web Development Agent
Union University, Jackson, Tennessee*

“Running a Large-Scale Website for 20 Years: A Few Lessons Learned”

Twenty years ago this month, Tracy started work on Union University’s first website. Through the years as the website grew from nearly a hundred pages to a few thousand pages, it has continued to help tell the organization’s story in unique and compelling ways. Having just launched the fifth iteration of the site this summer, he will reflect on the responsibility of accurately representing a dynamic learning community online and the challenges of keeping the site fresh and relevant year after year.

10:00 am - QUESTIONS

10:15 am - FIFTEEN-MINUTE BREAK

10:30 am - DAN DARLING—

*Vice President for Communications
Ethics & Religious Liberty Commission
Nashville, Tennessee*

“Communicating with Clarity, Courage, and Civility in Today’s Culture”

What does it look like to have a distinctly Christ-like way of communicating in a culture that is increasingly hostile to Christian convictions? Can we be people of both courage and civility?

10:50 am - QUESTIONS

11:00 am - BAILEY SHOEMAKER—

*Graphic Designer
Southeastern Baptist Theological Seminary
Wake Forest, North Carolina*

“Design: The Art of the Story”

Design is more than just attention-grabbing shapes and fonts, and it’s not limited to two dimensions. Effective design is creative expression that tells a powerful story. Within an integrated marketing strategy, many elements work together to further the same story, and design is an essential piece in communicating it successfully.

*The Baptist Communicators
Association wishes to express a
special thank you to The Academy
for sponsoring today’s meal and
refreshments.*

11:20 am - QUESTIONS

11:30 am - LUNCH

12:30 pm - KYLE BROGDON—

*Social Media Strategist
International Mission Board
Richmond, Virginia*

“Content is Fire. Social Media is Gasoline.”

Before you start firing away Facebook posts and Tweets, consider the content you are publishing. Are you spreading the right fire?

12:50 pm - QUESTIONS

1:00 pm - TEN-MINUTE BREAK

1:10 pm - JUDY BATES—

*Department Head, Mission:Dignity
GuideStone Financial Resources
Dallas, Texas*

“Once Upon a Time in Fundraising”

New to fundraising or need a refresher on how to write compelling stories that help your organization raise money? Then this is the session for you. This session offers a brief overview of key concepts for writing fundraising materials that motivate donors.

1:30 pm - QUESTIONS