

**1:40 pm - ADAM COVINGTON
AND MATT MILLER—**

*Communication Directors;
Southwestern Seminary; Fort Worth, Texas*

“Twenty-five/Twenty-five”

Adam, director of media and storytelling, and Matt, director of communication & marketing, at Southwestern Baptist Theological Seminary, give you twenty-five tips they have learned during their twenty-five years in the communications industry.

2:00 pm - QUESTIONS

2:10 pm - LORI JOHNSTON—

*Co-owner; Fast Copy News
Service; Athens, Georgia*

“Nurturing the Vine”

Developing the next generation of communicators is the focus of Lori, co-owner of a multimedia news service and adjunct professor of journalism at University of Georgia. She walks you through the challenge of growing future media experts in a fallen world.

2:30 pm - QUESTIONS

2:40 pm - FINAL REMARKS

*Special Thanks to the North
American Mission Board for
hosting this event and providing
excellent technical support.*



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FALL FORUM

NORTH AMERICAN MISSION BOARD

SEPTEMBER 23, 2016, 9 AM - 3 PM

9:00 am - WELCOME

9:10 am - STANLEY LEARY—
Leary Storyteller; Consultant in Corporate Communications; Roswell, Georgia

“Who’s Listening?”

An expert in corporate communications for clients including Chick-fil-A, ABWE, and Honduras Outreach, Stanley explores the world of storytelling and helps you learn to craft your own message including the key ingredient: Start with your audience and not the subject.

9:30 am - QUESTIONS

9:40 am - CHARLOTTE SPIVEY—
*Supervising Multimedia Producer
GuideStone Financial Resources; Dallas, Texas*

“Eyes on Screen”

You don’t want your audience texting, daydreaming or sleeping during your video! Let this long-time children’s television show and multimedia producer help you understand some basic concepts for keeping their eyes on screen.

10:00 am - QUESTIONS

10:15 am - FIFTEEN-MINUTE BREAK

10:30 am - MARC HOOKS—
*Director of Communications
Collin Baptist Association; McKinney, Texas*

“New Beginnings in Prayer”

How do you engage a diverse group in a new prayer initiative? Director of communications and former IMB photojournalist, Marc uses his expertise to explore new ways of using public data to help connect folks with the life-changing power of prayer. For a sneak peek, sign up as a Praying Neighbor by visiting www.Pray4EveryHome.com.

10:50 am - QUESTIONS

11:00 am - MIKE EBERT—
*Executive Director, Public Relations;
North American Mission Board; Alpharetta, Georgia*

“You Took the Words Right Out of My Mouth”

Increasingly, for-profit and non-profit organizations are seeing the value of involving a communications professional in all levels of their leader’s communications activity. Mike Ebert will tell you 8 ways to maximize your leader’s impact and effectiveness.

11:20 am - QUESTIONS

11:30 am - LUNCH

*BCCA wishes to express thanks to
GuideStone’s Mission: Dignity for
sponsoring today’s meal and refreshments.*

**12:30 pm - JOHN AND
TERESA AMBRA—**
*Christian food blogger; Can’t Stay Out of the
Kitchen; Ovilla, Texas*

“Now You’re Cooking!”

Good cooking may expand your waistline but good blogging can expand your bottom line. Hear how Teresa Ambra combined good cooking with good blogging to reach half a million people each month.

12:50 pm - QUESTIONS

1:00 pm - AMY VAN VLECK—
*Senior Corporate Communications Editor;
GuideStone Financial Resources; Dallas, Texas*

“Taking Shape: Using Metaphors to Form a Story”

Find yourself communicating the same information over and over? Or having a boring topic that you need to liven up? A corporate communications editor and long-time writer, Amy shows you how to visually encapsulate your story through the use of metaphors.

1:20 pm - QUESTIONS

1:30 pm - TEN-MINUTE BREAK