

1:20 pm - QUESTIONS

1:30 pm - TEN-MINUTE BREAK

1:40 pm - BEN PEACOCK—

*Communications Director / Co-owner;
Crossroads Christian Church / Stacks on 5th;
Grand Prairie, Texas*

Emerging Trends in Marketing

How native ads, live video, influencers, big data personalization and chatbots are shaping the future of marketing. Ben Peacock, a Design-first Marketer, will show us what's on the horizon and give us tips on how to stay current.

2:00 pm - QUESTIONS

2:10 pm - DR. AARON MERAZ—

*Development Associate; GuideStone's
Mission:Dignity® Ministry; Dallas, Texas*

Effective Communication in Crowdfunding

Aaron will walk us through the study of two university crowdfunding websites and talk about the effective communication strategies used in successful crowdfunding campaigns.

2:30 pm - QUESTIONS

2:40 pm - JONATHAN MILLER—

*Senior User Experience Designer; Wolters Kluwer
Financial Services; Rockwall, Texas*

A Look at UX Trends in 2017 and Beyond

This year has brought many new trends into the UX landscape. But should we be so quick to adopt them? In this session we'll review the hottest trends as well as look at what is on the horizon for 2018.

3:00 pm - QUESTIONS

3:10 pm - FINAL REMARKS

*Special thanks to GuideStone®
and SWBETS for hosting and
broadcasting this event.*



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FALL FORUM

GUIDESTONE

**SEPTEMBER 14, 2017
9 AM - 3:30 PM**

9:00 am - WELCOME

9:10 am - SALLY ROBBINS—

*Senior Manager of Content Marketing; GuideStone;
Dallas, Texas*

Be the Oxygen: Creating Valuable, Relevant Content that's a Breath of Fresh Air

Our customers are drowning in corny ad copy, frustrating UX and marketing jargon. Yet all they want are real solutions to their problems. Sally Robbins will help you sift through your content and bring your relevant resources to the surface. By offering the right content at the right time, you'll create mutual trust and long-term relationships — turning frustrated prospects into loyal promoters.

9:30 am - QUESTIONS

9:40 am - KRISTIN COLE—

*Vice President of Account Services;
A. Larry Ross Communications; Dallas, Texas*

When Crisis Hits: How to Manage Wildfires so Your Reputation Doesn't Burn

An organization's reputation is its most valuable asset, but in the age of social media and 24-hour news, rumors and misinformation can spread like wildfire across the media landscape. Kristin Cole, a seasoned public relations strategist and counselor who serves as vice president at one of the nation's leading faith-based public relations firms, provides best practices to anticipate and navigate potential crisis situations while ensuring your reputation stays intact.

10:00 am - QUESTIONS

10:15 am - FIFTEEN-MINUTE BREAK

10:30 am - DR. WILL SMALLWOOD—

*Senior Vice President for Advancement and University Relations; Oklahoma Baptist University;
Shawnee, Oklahoma*

Broken Italian Bowls and the Power of Leadership Communications

Marketing and communications managers spend countless hours crafting the right message for their organization's internal and external constituents. Even so, gifted professionals also need to deliver messages that motivate and encourage their teams. In this engaging presentation, Dr. Will Smallwood offers insights on how leaders can use the two-sided coin of inspiration and advocacy to propel their organizations to greater levels of effectiveness.

10:50 am - QUESTIONS

11:00 am - TRENNIS HENDERSON—

*Vice President for Communications;
Ouachita Baptist University; Arkadelphia, Arkansas*

Whatever happened to editing?

In today's frenzied 24/7 news cycle, accuracy and attention to detail often are among the values sacrificed. It's vital to know the difference between actual editing and mere spell-checking. Trennis Henderson, a veteran editor and journalist, shares tips on how to hone your editing skills.

11:20 am - QUESTIONS

11:30 am - LUNCH

12:30 pm - REV. CHRIS SIMMONS—

*Senior Pastor; Cornerstone Baptist Church;
Dallas, Texas*

The power of the written word – am I included?

We have all heard the adage, "Sticks and stones may break my bones but words will never hurt me." The reality is that words have the power to hurt as well as to bring healing. As our reading audience diversifies to include individuals from various backgrounds, how can we make others feel that they are included in the story? Rev. Chris Simmons will challenge participants to think about walking a mile in the shoes of someone of a different background and consider if that individual would conclude they were a vital part of the writer's consideration.

12:50 pm - QUESTIONS

1:00 pm - KATHLEEN MURRAY—

*Associate Director of Visual Communications;
Southwestern Baptist Theological Seminary;
Fort Worth, Texas*

Relationships. Relationships. Relationships.

The key to life and living it successfully is through relationships. In this talk, photographer, visual communicator and former photography professor Kathleen Murray will discuss intentionality within the mentor-mentee relationship; the importance of clients as family and family as clients; and the give and take between teacher and student/boss and employee roles.