

2005 Baptist Communicators Association Annual Workshop Breakout Sessions

Thursday, April 21

Session 1 -- 9:30 a.m

1) ELECTRONIC MEDIA

The Screen & Worship: Beyond the Bouncing Ball

You've got the projector. You've got the screen. Now what? Find out what's beyond the lyrics, nature videos and sermon outlines.

Sally Morgenthaler is an author, speaker, consultant and creator of Sacramentis.com. She lives in Denver.

2) GRAPHIC ARTS

Branding vs. Identity

What is the difference between branding and identity within our churches and Christian organizations? Should we feel bad about using corporate marketing strategies within our church? What does it mean to effectively communicate visually. In this workshop we will explore these questions as well as look at some practical ways to be more articulate with what we say visually.

Joel Swanson is an instructor with the ATLAS Institute at the University of Colorado in Boulder.

3) PUBLIC RELATIONS/MARKETING

Steps to Developing a Marketing Plan

Lynn Kelly is the president of Kelly Communications, a public relations and advertising agency in Littleton, CO.

4) ELECTRONIC MEDIA

Media Placement & Buying

Rhonda Sheya is the general manager of Radio Disney in Denver.

5)

Session 2 -- 11:00 a.m

1) GRAPHIC ARTS

If You Call it "Postmodern" One More Time, I'm Gonna Puke

Ever notice how Christians like to call anything they don't understand "postmodern?" If we are trying to reach a "postmodern culture," the least we can do is give a cursory glance at postmodernism's origins and effects. This "Postmodern Primer" will explore this system of thought and its artifacts in order to see how it affects our ability to communicate visually within our churches and Christian organizations.

Joel Swanson is an instructor with the ATLAS Institute at the University of Colorado in Boulder.

2) PUBLIC RELATIONS/MARKETING

Effective Public Relations Campaigns

Lynn Kelly is the president of Kelly Communications, a public relations and advertising agency in Littleton, CO.

3) ELECTRONIC MEDIA

Top of Mind

Rhonda Sheya is the general manager of Radio Disney in Denver.

4) ELECTRONIC MEDIA

Planning an Effective Website

Topics covered include considerations to make when reserving your domain name, making a long-term list of goals for your site, finding a reliable web host, dos and don'ts when designing your site, security, maintenance, and search engine optimization.
Kent Smith is the principal of K-Max Solutions and web programmer for the Christian Missionary & Alliance Church in Colorado Springs, CO.

5)

Session 3 -- 2:15 p.m

1) PUBLIC RELATIONS/MARKETING

Church Outreach Marketing

Eric Ramsey is the church enlistment manager of the recruitment team at the North American Mission Board in Alpharetta, GA.

2) ELECTRONIC MEDIA

Increasing Your Website Traffic

Topics covered include search engine optimization techniques, cost-effective marketing and advertising, and creating a reason for repeat visitors.

Kent Smith is the principal of K-Max Solutions and web programmer for the Christian Missionary & Alliance Church in Colorado Springs, CO.

3) EDITORIAL/WRITING

Getting Published

What editors and publishers are looking for and how to get published from the query to the PR circuit. Plus, the top mistakes would-be authors make.

Christine Yount Jones is executive editor of Children's Ministry Magazine at Group Publishing in Loveland, CO.

4) PHOTOGRAPHY

Advancing Your Photo Knowledge

A behind-the-scenes tour of different techniques photographers use to shoot on location, including lighting, exposure, composition and people skills.

Craig DeMartino is a photographer at Group Publishing in Loveland, CO.

5)

Session 4 -- 3:30 p.m

1) MANAGEMENT

Answering Press Questions

Eric Ramsey is the church enlistment manager of the recruitment team at the North American Mission Board in Alpharetta, GA.

2) ELECTRONIC MEDIA

The Future of the BCA Website: Help Us Brainstorm

Join us for an informal session to discuss how we can improve upon our website and make it more useful for BCA members. We'll review the current site and brainstorm plans for a revamped public-facing site and a password-protected area for members.

Cam Tracy is the Web development agent for Union University in Jackson, TN, and serves as the webmaster for BCA's Website.

3) EDITORIAL/WRITING

Creating a Publication

Getting your dream onto paper and to press. Plus: determining if your publication is better on paper or online.

Christine Yount Jones is executive editor of Children's Ministry Magazine at Group Publishing in Loveland, CO.

4) MANAGEMENT

The Infinite Cookie Jar: How to Stay Fresh & Creative

To break through the noise and clutter of today's culture, you have to stay innovative and relevant every day. This session will explore how to generate new ideas, how to make your ideas better and how to make the most of your God-given creativity.

Jeff White is the marketing guru of Group Publishing in Loveland, CO.

5)

Friday, April 22

Session 5 -- 9:30 a.m

1) EDITORIAL/WRITING

Strategically Using Language to Build Bridges of Understanding in the Public Square

We are called to make persuasive connections with people in a lost world and help them understand the desire God has for them. This means we must recognize that words matter and can either build bridges of understanding or barriers of misunderstanding. Learn how to persuasively and intelligently use language in reaching a lost culture in the 21st century.

Glenn T. Stanton is director of social research and cultural affairs at Focus on the Family in Colorado Springs, CO.

2) ELECTRONIC MEDIA

Integration & Marketing of Your Web Assets

Have you ever wondered what else you could be doing with your Website and how it really fits with your print publications and/or your radio/TV broadcasts? During this workshop we will discuss the unique attributes of the online world and how it can be best leveraged with your other communication outlets. We will also discuss how Focus on the Family has tapped into the keyword marketing capabilities of Google Adwords and how this approach might work for you.

Rob Flanegin is a vice-president and the CIO of Focus on the Family in Colorado Springs, CO.

3) MANAGEMENT

Can You Hear Me Now? Learning to Listen

Effective leaders seek to understand others and do so by listening well. Learn to improve your communications skills in this interactive session.

John Fuller is vice-president of broadcasting at Focus on the Family in Colorado Springs, CO.

4) PHOTOGRAPHY

A session featuring Barry Gutierrez, photographer at the Rocky Mountain News in Denver.

5) PUBLIC RELATIONS/MARKETING

Building a Successful Brand

GuideStone Financial Resources is in the midst of a name change and establishing a new brand identity. Join us in discussing some of the steps and struggles.

Jerilynn Armstrong is a senior communications project manager at GuideStone Financial Resources in Dallas, TX.

Wendy Ashley is a project team leader at GuideStone.