

Breakout Descriptions

Baptist Communicators Workshop

Note: In addition to these great 27 breakout workshops, others are on the way, including another photography breakout, sessions by Sarah Cunningham, and more!

New Media Trends Track

(Participate in all four sessions, or feel free to pick and choose.)

Enabling Technologies

Brenda Rick Smith & Cam Tracy

What is Web 2.0? How are communicators using Facebook, You-Tube and a variety of other new applications to spread their message? Join us as we traverse the trends and help you determine what technologies have gained acceptance and are being used to reach audiences in “new” and interesting ways.

Living in a Converged World: Directing a Symphony Rather than Creating a Pile

Bill Bangham & Don Martin

Explore how text, still images and motion, sound and design interact and play together in a symphony of convergence as part of the New Media. Learn what skill sets storytellers need to operate in these new media environments.

Realities and Challenges: Why You Need to Change

Chris Turner & Van Payne

Now that you know more about new media, see how some agencies are already putting this technology to work to meet new audiences or communicate with established audiences in new ways. This workshop will discuss where the field of organizational communications is heading and why you need to change to get there. It will also discuss some practical ideas for moving that direction.

New Media Trends Panel Discussion

Facilitated by Van Payne, with Don Martin, Brenda Rick Smith, Cam Tracy, Bill Bangham, Chris Turner

Ask anything you want of every session leader from this series.

Other Breakout Sessions

But That's Not What I Meant

Anita Bowden

Sharpen your writing skills, learn to think like an editor and share some of your own writing frustrations with others in this hands-on workshop. Tackle common and not-so-common problems with style, word choice, structure, grammar, punctuation and direction. Take home tips to hone your writing!

The Ten Commandments of Writing

David Winfrey

It doesn't matter how long you spend writing your story if nobody reads it. Learn the question every person asks when deciding whether your stories are worth their time. And learn some skills to write the stories that matter, not just the ones that take up space. Valid for news, features, broadcast and web writers.

Tips and Tricks for Writing a Successful Grant Proposal

Cathy Poplin

Grant writing is much like following a recipe. If you miss a step or leave out an ingredient, the final product may be disappointing. You will discover tips and tricks for writing a successful grant proposal and will have a chance to look at good and not-so-good examples.

Meet the Press Panel

Bill Mayhall, Jean Bihn and others

Ever wondered how one agency or group regularly received news coverage while your organization couldn't get its foot in the door? Here's your chance to go to the source and ask print and broadcast media representatives and public relations professionals how to increase the odds of getting your story published or on the air. This panel discussion will cover how to write effective press releases, communicate with reporters, deal with assignment editors, and garner more attention.

Expanding Creativity for Graphic Designers

Shawn Elledge

Where do ideas come from? What we take in at our desks has a direct effect on what we produce as professional designers. Learn tips and resources that help motivate your creativity.

Photoshop Tips and Tricks

David Shough

Learn top tips and tricks for using Adobe Photoshop from a working professional with the goal of streamlining your workflow and minimizing your frustration. Learn how to perform tricky selections, make color corrections with confidence, and which of the many tools in the program are the most critical to learn for maximum productivity.

Web is from Mars, Print is from Venus

Cory Miller

Web and print designers don't always communicate in the same language. And the requirements for making something work right on the web are drastically different from print design. We'll look at how print designers can understand how web design works, including how browsers display sites, the differences among web browsers, and the code that makes it all run smoothly.

The Latest, Greatest Trends in Web Design

Cory Miller

Explore some of the hottest techniques in design on the web. We'll surf to some of the best, cutting-edge web designs and interfaces and see how you can incorporate them for the best usability of your own websites.

Web Development Strategies: Beyond the Basics

Cam Tracy

Are you ready to take your "brochureware" site to the next level? Join us as we explore techniques that go beyond basic website development to make your site more accessible and productive. Learn how to converse with your web team on topics such as search engine optimization, web standards, content syndication and web applications.

Photojournalism: Capturing the Moment

Julie Knapp

Participants will view examples of frequently-needed photos for news and public relations and receive tips for capturing those moments successfully, including how to work with people, basic lighting needs, environmental concerns.

Coming Attractions in Video

Mike Poplin

New Technology – What's Coming in Video – Getting Ahead of the Hardware Curve – Software for Video Editing: Where is HDTV going, how do we get there, do we want to go, and why? What about podcasting (or vodcasting), YouTube, MySpace? How – or do – we want to use them, and why? Come and share ideas about hardware, software, and the marketplace.

Get-a-Life Video Process: Video Production Planning that Your Boss will Thank You For

Mick McCormack

"What are we doing? How far down the road are you in the process? How much is this going to cost? Do we know that the video you're creating matches the ministry strategy? How can we explain to the rest of the ministry staff what is going on?" All good questions to which your supervisor expects good answers. You will walk out of this session with the simple tools to look like a planning genius sent from God!

Preparing Video for the Web

David Shough

Learn how best to compress your video for the web, including ways to avoid the most common mistakes. As bandwidth has increased, so has the demand for video for use with web pages, video iPods, the Apple TV and many other similar devices. The most popular format choices will be covered, including Windows Media, Quicktime and the latest king of the hill, Flash video.

Factors that Attract, Retain or Repel Believers to and from Churches

Brad Waggoner

LifeWay Research has conducted several studies involving various generations related to what attracts people to church, what contributes to retention, what contributes to dropping out of church, and what factors lead to switching churches. Hear a synopsis of these current trends and learn about implications for local churches.

One Church-Four Generations

Leslie Dodrill

As believers, we are all part of One Body. However, just as we know we cannot teach preschoolers the same as youth, we cannot reach young adults in the same manner as we reach senior adults. Each has their own values and expectations of what the Body should look like, which can cause misunderstanding, frustration, and even conflict. Investigate each generation of adults and how to minister to them more effectively.

Crisis Communication Management

Lorri Paetz

A crisis within your organization, institution, company, or family can happen in the blink of an eye. It is usually sudden and most often unexpected. The key to effective crisis communication is to be prepared before it happens. Once you are in crisis, it is hard to think. So let's plan and prepare for that crisis and then pray you never need to use your plan!

Speak for Yourself

Chris Turner

This workshop will teach some basic techniques for becoming a strategic spokesperson for your organization in a variety of settings.

Pod and Blog? Who invited the Aliens?

Brooklyn Noel & Russ Rankin

This workshop will help you better position your news, communicate your story, and meet your organizational goals through the web-based technologies of blogging and podcasting. We'll discuss the benefits of these communication strategies and then conduct some hands-on training.

Surviving the Blogswarm, Thriving in a New Media World

Greg Scott

New media provides unprecedented opportunity to broadcast your message far and wide ... and to laser-focused target audiences. With this opportunity comes great potential risk. We'll talk about how to manage your organization's reputation in a Web 2.0 world, how to monitor what is being said about your company and its leaders, when and how to respond, and when not to respond.

Ten Steps to an Effective Communications Survey

Kelly Davis Shrout

Evaluate what you do and why you do it. In 2007, LifeWay Christian Resources launched a company-wide survey to evaluate internal communications within the company. Internal communications at LifeWay consists of a 60-year-old employee newsletter, *LifeLines*, and the employee intranet, *IntraLife*. The survey results helped sculpt the future of LifeWay's print and online employee publications. Learn 10 steps to an effective communications survey. Free travel coffee mugs to the first 10 attendees.

Wanted: Communicators in International Missions

Bill Bangham

More communicators work for and with the International Mission Board than at anytime in its history. Explore opportunities with the home office staff in Richmond, Va., posting as overseas correspondents and on regional media staff, and through short-term volunteer projects.

An Introduction to Retirement Planning

Wade Wilkerson

Everyone needs to invest for retirement – even Baptist Communicators. This session introduces a retirement plan that includes features and benefits uniquely designed for employees of Southern Baptist entities.

Preparing for Retirement

Wade Wilkerson

This seminar will provide you with information regarding the decisions you will need to make during the transition years as retirement approaches. It will also review the impact those decisions can have on your financial well-being and lifestyle in retirement.