



INNOVATION · COLLABORATION · KINGDOM IMPACT

WORKSHOP SCHEDULE

MONDAY, APRIL 13

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|-----------------|--------------------------------------------------------------------------------------------|
| 2:00 to 5:30 PM | Registration Opens
Where: The Admiral Hotel, Mezzanine Level |
| 3:30 to 5:00 PM | New Member Fellowship
Where: Mo' Bay Beignet Co. (451 Dauphin St) |
| 6:00 to 8:00 PM | Opening Dinner
Where: Debris Po-Boys (276 Dauphin St) |
| 7:00 to 9:00 PM | Jefe Paletas Dessert Truck
Where: Downtown Church at the Steeple
(251 St Francis St) |

TUESDAY, APRIL 14

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|-----------------|--------------------------------------------------------------------------------------------------------------|
| 7:30 to 8:30 AM | Breakfast at Mama's on Dauphin |
| 8:45 to 9:00 AM | Welcome + Devotional
Where: The Admiral Hotel, Crystal Ballroom
Presenter: Amanda Smith, Program Chair |

9:00 to 9:45 AM

Keynote

MISSION FIXED. METHODS FLEXIBLE

Dr. Todd Greer, Executive Director of Innovation Portal

The mission never changes. The methods have to. In this keynote, Todd Greer draws on the science of organizational innovation to help leaders navigate one of the most pressing challenges of our time — knowing when to optimize what's working and when to search for what's next. Mission Fixed. Methods Flexible. gives communicators and innovators a practical framework for exploration, experimentation, and scaling impact through a network rather than alone.

9:45 to 10:00 AM

Break

Where: The Admiral Hotel, Crystal Ballroom

10:00 to 11:15 AM

Breakout Sessions #1

EMBRACING AI WITHOUT LOSING YOUR SOUL (PART 1): FREEDOM THROUGH GUARDRAILS

Mitchell Bruce, Director of Marketing & Communications,
The Baptist Foundation of Alabama

Location: North Gallery

Artificial Intelligence is transforming communication, but ministries must approach it wisely. In this session, we'll explore the ethical, theological, and practical considerations of using AI in Christian communications. We'll consider guardrails and tools that protect your ministry's voice, maintain trust with your audience, and ensure technology serves the mission of your ministry context.

CRISIS COMMUNICATION: WHAT TO DO WHEN A CRISIS HITS

Brian Hobbs, Communications Director, Oklahoma Baptists

Location: South Gallery

A crisis can come in many forms and at the most unexpected times, in church and ministry life. There are some key practical principles for responding in times of organizational crisis that bring calm and focus to the situation. We will discuss how we can bring God's goodness to the forefront in a moment or season of organizational crisis through teamwork, care, and good communications.

TELLING STORIES OF FAITHFULNESS, NOT JUST FLASH

Laura Erlanson, Managing Editor, Baptist Press &
Diana Chandler, Senior Write, Baptist Press

Location: Crystal Ballroom A

At times, it seems like we live in a world that is increasingly becoming all flash and no substance. How can we gain and keep the focus of people with short attention spans and no time to spare? Learn from two award-winning writers how to tell stories that honor long-term ministry, incremental growth, and unseen faithfulness in a culture addicted to immediacy.

11:30 AM to 1:00 PM

Lunch + Panel Discussion

**STRONGER TOGETHER:
WHAT THE BCA-ASBP ALIGNMENT MAKES POSSIBLE**

Jennifer Rash + Panel

A candid conversation about shared resources, professional development, and new opportunities created by coming together.

1:15 to 2:30 PM

Breakout Sessions #2

**MOVING BEYOND THE NARRATIVE:
SOLUTIONS JOURNALISM AND FAITH-INFORMED STORYTELLING**

Will Heath, Media & Professional Development Adviser,
Communication & Media at Samford University

Location: North Gallery

In a media environment often shaped by crisis, conflict, and cynicism, how can communicators of faith tell the truth while also pointing toward hope? This breakout introduces Solutions Journalism—an innovative reporting approach that holds the powerful accountable not only by exposing problems, but by rigorously examining effective responses. Drawing from experience presenting this model within faith-based academic and professional settings, Will Heath explores how editors, writers, and communicators can move full steam ahead with storytelling that is ethical, collaborative, and rooted in Kingdom values. Participants will gain practical insight into reframing stories to reflect both journalistic integrity and redemptive impact—offering a constructive alternative to incomplete or harmful media narratives.

PRACTICING GOSPEL CONVERSATIONS IN A DIGITAL AGE

Brandon Elrod, Public Relations Consultant, NAMB

Location: Crystal Ballroom A

Sharing your faith can feel intimidating, especially when conversations involve unfamiliar beliefs or difficult questions. This session introduces Share the Gospel, an AI-powered web app that allows believers to practice gospel conversations with simulated partners from various worldviews. Learn how this tool can help you build confidence, think through common

objections, and sharpen your ability to communicate the Gospel clearly and graciously in real-life conversations. You'll also learn some of the backstory behind NAMB's development of the tool.

MAKE IT POP: CREATIVE SPECIALTY PRINTING TO ELEVATE YOUR BRAND

Kevin Gilligan, CEO, + Laura Santos, Marketing Director,
Red Paper Plane Specialty Printers

Location: South Gallery

In a world flooded with digital noise, how do you make your message tangible, memorable, and shareable? Join the team from Red Paper Plane to explore how specialty printing solutions can help communicators, designers, and marketers bring brands to life in ways that digital alone can't match. From interactive pop-ups and dimensional mailers to video-enhanced print and standout direct mail pieces, Red Paper Plane's innovative formats create experiences that stop the scroll and start conversations. In this session, you'll see how tactile, visually striking print formats can complement your strategy, amplify engagement, and forge deeper connections with your audience—helping you move full steam ahead in capturing attention, fostering loyalty, and driving real-world impact.

2:45 to 3:00 PM

Break

Where: Crystal Ballroom

3:00 to 4:15 PM

Breakout Sessions #3

SCALING KINGDOM IMPACT THROUGH CREATIVE PARTNERSHIPS

Brian Harris, CEO, Dogwood Media Solutions

Location: North Gallery

What happens when ministry vision is no longer limited by your internal "to-do" list? In this breakout, Brian Harris from Dogwood shares how a strategic creative partnership allows organizations to stop managing tasks and start leading a movement. We'll explore the practical side of collaboration—from brand strategy and social media to graphic design and your website—and show how an outside perspective brings fresh innovation and measurable results your mission deserves. Discover how shifting from a solo effort to a partnership model can extend your reach and strengthen your message without burning you out and allow you to still remain on budget!

WHEN ORDINARY BECOMES UNFORGETTABLE: VISUAL STORIES THAT MATTER

Presenter: Jim Veneman, Photojournalist

Location: South Gallery

What if the most powerful ministry stories are unfolding in the simplest moments? Many of the stories we're called to tell don't look dramatic at

first glance. They happen in fellowship halls, hospital rooms, youth camps, and quiet Sunday mornings. Yet within those everyday, ordinary moments are extraordinary visual opportunities. In this session, we'll explore how visual storytellers can recognize, anticipate, and capture the moments that move audiences from simply seeing ... to truly feeling. We'll consider practical ways to transform the common into visual stories that engage hearts and last long after the moment has passed.

FROM STORY TO STRATEGY: TURNING MOMENTS INTO MULTI-PLATFORM MINISTRY IMPACT

Lesa Moore, Vice President for Marketing & Public Relations, Kathy Dean, Associate Vice President for University Communications, & Heath Vester, Associate Vice President for Creative Services, University of Mobile
Location: Crystal Ballroom A

Great stories are only as powerful as their reach. Once you've captured a meaningful moment, how do you steward it well across every channel—without starting from scratch each time? In this breakout, communicators will learn how to take a single story—whether written, photographed, or filmed—and develop it into a cohesive, multi-platform communication strategy. From articles and social posts to video clips, email features, and campaign messaging, we'll explore practical ways to extend the life and impact of your content. Discover simple frameworks that help teams collaborate more effectively, reduce duplication of effort, and ensure every story moves full steam ahead toward greater Kingdom impact.

4:15 to 6:00 PM	Free Time
6:00 to 9:00 PM	Wilmer C. Fields Awards Dinner + Presentation Where: The Original Oyster House (3733 Battleship Pkwy, Spanish Fort, AL 36527)

WEDNESDAY, APRIL 15

6:20 AM	BCA Fun Run <i>Meet in Hotel Lobby</i>
7:30 to 8:30 AM	Breakfast at Mama's on Dauphin
8:45 to 9:00 AM	Devotional Presenter: Brandon Elrod, BCA President, NAMB
9:00 to 9:45 AM	Keynote

HOLD THE ROPE: AN INVITATION TO GOSPEL PARTNERSHIP

Nathan Harris, Vice President for Institutional Relations, University of Mobile

Every communicator is inviting others to invest—through time, talent, prayer, influence, and resources. In this keynote, Nathan Harris explores Gospel Generosity as a Christ-centered framework for how we communicate that invitation. Drawing from his book "Gospel Generosity," Harris challenges communicators to move beyond transactional messaging toward a theology of stewardship rooted in grace. With clarity and conviction, he reminds us that everything we hold belongs to God—and when we communicate from that truth, generosity becomes an act of worship, collaboration becomes natural, and Kingdom impact accelerates full steam ahead.

9:45 to 10:00 AM

Break

Where: Crystal Ballroom

10:00 to 11:15 AM

Breakout Sessions #4

EMBRACING AI WITHOUT LOSING YOUR SOUL (PART 2): PRACTICAL TOOLS FOR CHRISTIAN COMMUNICATORS

Mitchell Bruce, Director of Marketing & Communications, The Baptist Foundation of Alabama

Location: North Gallery

With the right guardrails in place, AI can become a powerful partner in ministry, one that will help you amplify your message and dedicate more time to the ministry God has given you. In this breakout, you'll explore how to weave AI into your communication work and discover practical use cases that will benefit your ministry and the work God is doing.

SHORT-FORM VIDEO THAT ACTUALLY SERVES THE MISSION

Heath Vester, Associate Vice President for Creative Services, University of Mobile

Location: South Gallery

Short-form video is trendy and here to stay, but does it convey the message at the heart of your organization's purpose? In this session, learn how to create reels, shorts, and clips that inform and inspire—not just chase trends

GIVING VOICE TO VISION: THE PARTNERSHIP BETWEEN EXECUTIVE LEADERSHIP AND THE COMMUNICATIONS TEAM

Kevin Blackwell, Executive Director, Mobile Baptist Network

Location: Crystal Ballroom A

Strong collaboration between executive leadership and communications team is a must for transforming the CEO's vision into compelling, mission-driven messaging. Drawing from his experience as a pastor, assistant to the president at Samford University, and now executive director of the Mobile

Baptist Network, Kevin Blackwell will highlight some practical strategies for aligning your organization's leadership priorities with clear, effective communication across diverse platforms, leading to Kingdom impact.

11:30 AM to 12:00 PM

Business Meeting
Where: Crystal Ballroom

12:00 to 1:00 PM

Lunch – Table Talk
Special Welcome from Kevin Blackwell

1:15 to 2:30 PM

Affinity Groups

Editorial (Macala Mays)
Public Relations + Marketing (Lesa Moore)
Electronic Media/ Interactive (Doug Rogers)
Photography (Kathleen Sparks)
Management (Mike Ebert)
Graphic Design (Jesse Conte + René Zimny)

2:45 to 3:00 PM

Break
Where: Crystal Ballroom

3:00 to 3:45 PM

Keynote

FULL STEAM AHEAD: LEADING WITH CLARITY, COURAGE, AND COMMUNITY IN ALL CONDITIONS

James Spann, Chief Meteorologist, WBMA-LD (ABC 33/40)

For more than four decades, James Spann has helped communities navigate severe weather with calm authority, clear communication, and deep care for others. But beyond his Emmy-winning career forecasting storms, he brings a perspective shaped by his faith in Jesus and his lifelong commitment to serving others. A devoted member of Double Oak Community Church in Shelby County, Ala., where he teaches Sunday School and leads children's worship, he views every job as ministry and every message as an opportunity to serve with purpose. In this keynote, he'll explore how communicators can embrace change, build trust, and lead with integrity and compassion—moving full steam ahead through uncertainty, complexity, and opportunity alike by grounding their work in truth, community, and Kingdom impact.

6:00 PM

Dinner — On Your Own

THURSDAY, APRIL 16

7:30 to 8:30 AM

Breakfast at Mama's on Dauphin

MISSION PROJECT: CHRISTMAS AT SEA

Every year the Mobile Baptist Network, through the Mobile Baptist Seafarers Ministry (MBSM), blesses some of the thousands of seafarers who visit the Port of Mobile with special Christmas gifts. Throughout the year, the MBSM collects donations to assemble gift kits containing toiletries, a Christmas card, a knit hat, a tract, and most importantly a copy of the book of John.

Their goal this year is to provide gifts for 1,200 seafarers or 55 ships (with an average of 22 crew members per ship), and we can help!

If every registered BCA member contributed at least \$13, we could sponsor three ships. What an amazing thought that our presence here in Mobile this week could have a global impact as we provide a tangible Gospel witness to thousands of seafarers from around the world who will then carry that message back to their home countries.

To make your gift via PayPal, Venmo or credit card, scan the QR code provided or visit mobilebaptists.org/christmasatsea. You might even wish to send the QR code to colleagues who are not here this week, to give them the opportunity to participate as well.

For up-to-date information about the ministry, visit facebook.com/MBNSeafarersMinistry.