

Evangelism

CONFERENCE

Preaching Academy

May 2-4th 2011

Hosted by First United Methodist Church of Arlington
and Host Pastor David Mosser

Presented by Leadership Nexus
with Executive Director Bob Pierson



John Ed Mathison

Author and former Senior Pastor of
Frazer Memorial UMC, Alabama



Alyce McKenzie

Preaching Professor at Perkins
School of Theology



Jim Moore

Author of over 40 books, former
Senior Pastor of St. Luke's UMC,
Houston



Bob Pierson

Author, Pastor, Speaker, and
Executive Director of Leadership
Nexus

William Lawrence - Dean of Perkins
School of Theology

David Mosser - Host Pastor and Editor of
The Abingdon Preaching Annual

Jason Lord - Social Media Expert,
representing Internet Outreach Solutions

Estee Valendy - Associate Pastor of
Evangelism and Communications at FUMC
of Arlington

Kay Lancaster - Spiritual Formation
Minister at FUMC of Arlington

Tim Crouch - Public Relations and
Marketing Expert

SCHEDULE OF EVENTS

First UMC of Arlington, TX
May 2-4, 2011

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**Preaching
Academy**

Hosted by
**First United
Methodist Church**
of Arlington

Monday, May 2nd

- 11:00am Registration opens
(there will not be lunch available at the church)
- 1:00pm Conference Opening & Announcements
- 1:30pm Keynote Address: **Bob Pierson**
- 2:00pm Keynote Address: **Kay Lancaster**
- 2:30 Vendors
- 3:00pm Break
- 3:15pm *Workshop Session*
- 4:45pm Break
- 5:00pm Panel Discussion
- 6:00 pm Dinner & *Workshop Session*
- 7:30 pm Worship & Keynote Address: **John Ed Mathison**

Tuesday, May 3rd

- 9:00am Announcements & Devotion
- 9:15am Keynote Address: **John Ed Mathison**
- 9:45am Keynote Address: **Jason Lord**
- 10:15am *Workshop Session*
- 11:30am Break
- 11:45pm Lunch & Workshop Session
- 1:20pm Keynote Address: **Bill Lawrence**
- 2:00pm Panel & Discussion
- 3:00pm Keynote Address: **Tim Crouch**
- 3:30pm *Workshop Session*
- 4:15pm Panel – **John Ed Mathison, Jim Moore, David Mosser, Estee Valendy**
- 5:15 pm Break for Dinner (on your own)
- 7:30 pm Worship & Keynote Address: **Jim Moore**

Wednesday, May 4th

- 9:00am Devotion & Announcements
- 9:30am Keynote Address: **Alyce McKenzie**
- 10:00am Keynote Address: **Estee Valendy**
- 10:30am *Workshop Session*
- 11:45am Closing Worship & Keynote Address:
David Mosser
- 12:30 pm Dismissal

Post-Conference

2:00pm-5:00pm Wednesday

Additional cost for Post-Conference will be \$40 each.

Evangelism Conference and Preaching Academy Sponsors



WORKSHOPS

#1 – Monday (May 2) at 3:15pm

RM# 266 **“How to Begin and End a Sermon”** David will be offering insight and coaching on the importance of a strong opening and an appropriate closing of a sermon. **Led by: David Mosser**

RM# 261 **“Communication and Evangelism”** Reaching new people is both difficult and important. This workshop will cover using new media like Facebook, websites, publications, and writing to both connect with a new audience and re-connect with your members. **Led by: Amy Nelson**, Communications Coordinator, FUMC of Arlington

RM# 263 **“Developing Lay Led Evangelism in the Local Church”** This workshop will center on some essential questions about getting lay people involved in evangelism. It will present a model for developing lay led ministry, be taught from a biblical perspective, and answer some tough questions about evangelism in the church today. **Led by: John Ed Mathison**

RM# 265 **“Home for Christmas”** Christmas is the number one time of the year that people without a church home visit for the first time. Learn how to use the “Home for Christmas” tools to let them know about Christmas Eve Candlelight Service and other Christmas or New Year’s events. **Led by: Tim Crouch**

#2 – Monday (May 2) at 6pm

RM# 266 **“Evangelism through Leadership Development”** This workshop will focus on creating a small group process to engage underutilized members and equip them to feel comfortable and prepared as they grow into church leadership. Using ideas on leadership skills and styles particular to a church setting which helps members be fully engaged as a disciple of Christ. **Led by: Brian Young**, Sr. Associate Pastor at FUMC of Arlington

RM# 262 **“Creating an Atmosphere of Welcoming”** Welcoming training has been the backbone of evangelism. This workshop will explore how congregations can prepare to not only greet new faces, but build community with those already in attendance. **Led by: Bob Johns**, Pastor Will Rogers UMC Tulsa

RM# 263 **“The 1st Century Word for a 21st Century World”** This workshop deals with the role of preaching today. The message is the same, however the presentation of the message must be couched in the 21st century setting. It deals with the practical aspect of planning, writing, and presenting sermons. **Led by: John Ed Mathison**

RM# 261 **“Using Screens in Worship 101”** We’ll talk about some very basic understandings of using screens in worship. This is NOT about the technical delivery of the images, but about the artistic and appropriate use of this wonderful worship tool. An introductory list of resources will be provided. **Led by: Delia Pierson**, Worship & Communications Director

#3 – Tuesday (May 3) at 10:15am

RM# 261 **“Social Media, Ministry, and Marketing”** This will help the participants understand how to do social media ministry, providing permission-based contact and high-quality content. It will focus on membership and ministry, educating, reinforcing, sowing, harvesting, and leveraging contacts. Learn from the expert on how practically to reach persons through social media. **Led by: Jason Lord**

RM# 266 **“Lessons from Experience”** An informative presentation about the entire building process from land selection, to different types of delivery methods, choosing your building team (architect and builder), financing options and construction. **Led by: David Fink**, representative of Churches by Daniels

RM# 262 **“On the Go...Preparation for a Bible Study or Sermon”** Today’s Christian worker is constantly on the go and the obstacles to prepare a very engaging message becomes even more challenging. In this workshop learn to leverage technology in your ministry. You will learn tips to prepare a message more efficiently and effectively. **Led by: Victor Dela Cruz**, representing Logos Bible Software

RM# 263 **“Preaching that Communicates”** Effective speaking involves four basic ideas: audience analysis, effective persuasion, personal emotions, and delivery skills including voice, movement, props, facial expression, and voice inflection. This workshop will help improve preaching skills. **Led by: Diane Stamper**, former Speech Professor at TCU, Speech Coach

WORKSHOPS (cont.)

#4 – Tuesday (May 3) at 11:45am

RM# 266 "What to Read to be the Best Preacher You Can Be!" David Mosser editor of *The Abingdon Preaching Annual* will unpack priceless resources and teachable moments to be the best preacher possible! **Led by: David Mosser**

RM# 261 "Designing the Complete Worship Experience" A worship service should have a clear focus from the opening strains of music to the benediction. Learn how to integrate all the available resources, including worship staff, to create an inspiring worship experience that will deepen the faith of the attendees. **Led by: Vern Stefanic and Delia Pierson**

RM# 262 "Reaching New People and Growing Your Church" We will use *Needs-Based Evangelism* as the basis for this workshop. Bob will share the concepts that have been a part of his presentation all across the Church - ideas that really work for reaching new people and keeping them involved in the church. **Led by: Bob Pierson**

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#5 – Tuesday (May 3) at 3:30pm

RM# 266 "Effective Preaching Today" Jim Moore will speak on effective preaching today out of his experience as pastor of St. Luke's UMC in Houston. Jim is a well-known author of over 40 books including: *Yes, Lord, I Have Sinned, but I Have Several Excellent Excuses*; *God Was Here*, and *I Was Out to Lunch*; and many others. **Led by: Jim Moore**

RM# 261 "Sharing the Faith in the Current Shifting Culture" Being comfortable sharing your faith with non-Christians is a challenge in our shifting culture. Using Bob's new book *TELL* we will discuss ways to do this effectively with secular people without offending or misleading them. This method works to spread Christ's message! **Led by: Bob Pierson**

RM# 265 "Special Needs Ministries" Is your church welcoming to people with special needs or to special needs children? How can you provide ministries that create a climate of love and acceptance? Hear about this growing area of ministry and how you could implement it in your church. **Led by: Kay Lancaster**

RM# 262 "Summer Sundays...a Springboard to the Fall!" Summer Worship can be the springboard to a great fall. From Vacation Bible School Sunday to 4th of July celebrations to the Back to School Fall Kickoff. Summer can be the best of times for the local church. **Led by: Tim Crouch**

#6 – Wednesday (May 4) at 10:30am

RM# 262 "Dare to Share" How can ordinary Christians talk about God and faith when not in church? As Christians, we have a story to tell. We have good news to share that gives us hope, joy, and purpose. So how can we learn to share our faith in a way that isn't offensive or pushy? This workshop will share ways that lay members can be equipped to share the story of their faith. **Led by: Estee Valendy**

RM# 263 "Recipes for Delectable Sermons" Starting with the premise that "variety is the spice of our preaching," this session will show how sermons can take several different shapes. It will enhance our creativity and expand our repertoire of sermon recipes. **Led by: Alyce McKenzie**

RM# 261 "Issues and Opportunities" This workshop at the close of the conference will provide an opportunity to discuss some of the issues and challenges that have been presented in the conference. It will focus particularly on evangelism and/or preaching, as well as other issues having to do with the future of the Church and its effectiveness. **Led by: Bob Pierson**

RM# 265 "Bring A Friend Sunday" This was originally developed to create a step-by-step process for enabling church members to invite friends, relatives, neighbors and acquaintances to be a part of a very special Sunday. Churches that have utilized all of the elements of Bring a Friend Sunday have experienced increases in attendance! **Led by: Tim Crouch**

POST WORKSHOPS – Wed. at 2pm-5pm

RM# 261 "Evangelism that Works Today!" This workshop will provide you with the training you need to reach significant numbers of new people for Christ. It will be based on his book *Needs-Based Evangelism* and new book *TELL*, and he promises you it works! You will receive very practical and valid ideas. *Needs-based evangelism* is built on Christ-like ministry and really does reach significant numbers of new people in this shifting culture. **Led by: Bob Pierson**