

Marketing Your Church

Creative Ways to Bless Your Community For Christ

Tuesday, March 2, 2010 (Register by February 25th)

9:30 a.m.: Registration

10 a.m. - 3 p.m.: Conference

Hasty Student Life Center
Reinhardt College
7300 Reinhardt College Cir.,
Waleska, Ga. 30183

hosted by the Reinhardt College Ministerial Association

This two-part seminar will explore effective new ways to market your church to prospective and new members.

Questions for consideration will include:

- Do churches need to market?
- What makes marketing more challenging today?
- Who is your best audience?
- What's your message?
- How can you use social networking (Facebook, Twitter, etc.)?
- How can your website support your church goals?

This seminar will be based on the work of the Bantam Group under the leadership of marketing professional, Troy Nottingham, a dedicated DISCIPLE leader and member of Peachtree Road UMC. We hope to have Troy in attendance, but he is currently undergoing cancer treatment.

Brett DeHart, Austell UMC pastor and author of the "Bless Austell" public relations campaign, will be in attendance.

If interested in attending this conference, please let either Rev. Tac or JoAnn Snow know.

Please RSVP by Wednesday, February 24th.



the Rev. Dr. Phil Schroeder, morning speaker

Dr. Phil Schroeder will lead participants in understanding and targeting their mission field for Christ using congregational gifts.

Phil is the associate director of connectional ministries for the North Georgia Conference specializing in existing church development. He provides empowerment and guidance to Outreach, Parish Life and Witness ministry areas, and he is a recognized consultant on all aspects of local church life. Phil has served at North Georgia churches Grayson, Peachtree Road, Gainesville First, Stark and Lowell.

Phil has a BS in Economics from the University of Pennsylvania and is a graduate of the dual masters program at Emory University resulting in both an M.B.A. and M.Div.

During his doctoral work at the United Theological Seminary, he completed three books with Abingdon Press. He has taught as adjunct faculty at the Candler School of Theology in both the MDiv. and Course of Study for the past 14 years.



Dave Schroeder, afternoon speaker

Dave Schroeder will help you explore the exponentially expanding field of social media and how your church can use these tools to get maximum interaction.

Dave has served as a chief information officer and chief technology officer for several public and venture capital-based companies and was instrumental in building the legal website, law.com. He has also been vice president of eCommerce for iXL, a 3,000-person Internet consulting company, and director of technical consulting for IBM's Interactive Media division.

A graduate of Swarthmore College, Dave also has an MBA from Carnegie Mellon, an M.Div. from Drew Theological School, and he has attended Princeton and Chicago Theological Seminaries. He has extensive non-profit management experience and has also taught classes for pastors, staff and laity on web design and Internet technologies.