



***I don't know
but I've been
told...***

***eComm is as
good as gold!***

Quick-start your congregation's online communications at SEPA Synod's "eCommunications Boot Camp."

Climb into the trenches with us for lively discussion and hands-on workshops designed to ramp up your skills with social media, video, and the interactive web (Web 2.0). Workshops will be led by experienced practitioners from our synod's congregations. We'll also dedicate time during the Boot Camp for congregational communicators to network around areas of mutual interest.

If you're new to the world of YouTube, Facebook, electronic newsletters and Web 2.0, this Boot Camp will help you get up to speed. If you are already working with these technologies and want ideas about how to better use them for ministry, this Boot Camp will give you insights to enhance your online effectiveness

Schedule

- 9:00 Registration
- 9:15 Plenary: A New Toolbox for a New Time (*Bob Fisher, assistant to the bishop for mission interpretation*)
- 9:40 Workshop session 1
- 10:30 Networking
- 11:00 Keeping up with SEPA information
- 11:20 Workshop session 2
- 12:15 Wrap up and sending

Low cost learning

To encourage participation, congregations can send individuals or a team for one low price.

Individuals: \$20

Church groups: \$30

Seminarians/students: \$10

Plan to send a team and cover all of the workshops!

The Boot Camp is made possible by the efforts of SEPA Communications staff and volunteers and Trinity Lutheran Church.

eComm Workshops

1. Social Networking 101: Jump in!

In this workshop, Lisa Daross will walk with you through the basics of social networking. You'll define some of the common terms used in social media such as Facebook and Twitter, learn about the norms and practices used in these networking sites, and design and open your own account! If you've wanted to jump into social networking but need a buddy to get you started, this workshop is for you!
Presenter: Lisa Daross, youth worker, St. John's, Phoenixville

2. Social Media for Ministry

My Face, Space Book: What does it all mean and do I need to even think about it? Social Networking is being talked, written, texted, blogged and even Tweeted about. Whether you are already on board, or totally confused by the whole thing, be part of a discussion on the opportunities that exist for effective ministry as well as some of the challenges, fears, pitfalls and ethical questions to be aware of. This workshop will give you a basic understanding of the potential of this new technology or, if you are already there, open you up to the possibilities these tools provide to do ministry in new and exciting ways.
Presenter: Mark Ristine, youth minister, Trinity, Lansdale

3. Using Web 2.0 to Empower Ministry

Learn what Web 2.0 is and how it can increase your ministry communication, effectiveness and presence. Numerous samples will be reviewed including blogs, podcasting, contact management, online

storage, project management, calling services and emailed newsletters.

Presenter: Stuart Luce, pastor, St. James, Limerick

4. Spinning a Better Web(site)

Web sites are a main way to communicate with both church members and those seeking a church. This session will answer questions including: What are the elements of good Web site design? How can you use technology to update your site while using other tools on the Internet like Facebook and Twitter? How do you build in interaction to create and maintain community on your site - and keep people coming back? And how do you monitor your effectiveness? Come and learn how to spin a better Web site.

Presenter: John Kahler, director of communications, Philadelphia Seminary

5. Sharing Your Story with Video and YouTube

It has become increasingly simple, affordable and effective to create and use video in order to share the story of your congregation and proclaim the gospel to an audience that is both global and local. Workshop will cover basics of shooting, editing, and distributing video content via the internet.

Presenter: Matt Staniz, pastor, Temple, Havertown

eCommunications Boot Camp

***Saturday, Oct. 17, 2009
9 am to 12:30 pm***

***Trinity Lutheran Church
1000 W. Main Street
Lansdale, PA 19446***

The Boot Camp experience is designed to provide basic training to help you grow your skills with electronic media, including the web, social media including Facebook, and video.

This event is designed for **all church communicators, including pastors, secretaries, web editors, newsletter editors, worship planners, youth leaders, council leaders** and anyone interested in helping the church tell its story in a changing media environment.

The morning will include:

- **Inspiration and prayer**
- **5 exciting workshops led by local practitioners**
- **Time for communicators to network and share ideas/issues across congregations**
- **Online community and support after the event.**

There are many eateries nearby for you to continue the conversation with your church team or new friends!



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Lansdale***

***Sponsored by Synod
Communications,
The "C" Team***

<http://www.ministrylink.org/for-churches/bootcamp>

eComm Boot Camp

Registration | Saturday, Oct. 17

Name: _____
Congregation: _____
Address: _____
City: _____ State: _____ Zip: _____
Email: _____ Phone: _____
Emergency contact: _____ Phone: _____

1 Choose your Workshops:

- Session I Session II
- 1. Social Networking 101
 - 2. Social Media for Ministry
 - 3. Web 2.0 Ministry
 - 4. Spinning Better Websites
 - 5. Video and YouTube

2 Calculate your cost:

- Individual (\$20) \$ _____
- Church group* (\$30) \$ _____
- Seminarian (\$10) \$ _____

**Members of one congregation, registered together, paid for on one check. Submit a separate form for each person.*

Make checks payable to Southeastern Pennsylvania Synod. Mail forms and checks to arrive by Oct. 9 to: Cynta Outterbridge, Southeastern PA Synod, 7241 Germantown Ave., Philadelphia, PA 19119

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Social Networking 101: Jump In!
Social Media for Ministry
Using Web 2.0 to Empower Ministry
Spinning a Better Web(site)
Telling Your Story with Video and YouTube

Get registration materials at

<http://www.ministrylink.org/for-churches/bootcamp>

Please POST

and share with secretary, webmaster, newsletter editor, youth leader and **anyone interested in better communications online!**