



PLANNING a BETTER TOGETHER Conference

A life-changing conference for women of ALL ages and stages

Step 1

Develop a team

Step 2

Promote it

Step 3

Celebrate the Event

Step 4

Follow up

HOW to HOST a BETTER TOGETHER CONFERENCE

Here are step-by-step instructions to help you host a life-changing conference for women of all ages!



Step 1

Develop a team

1. **Pastors** - are the primary promoters for any event at a church. We ask you to not only submit your desire to your pastor to host a BETTER TOGETHER Conference, but to also request that he would share about it from the pulpit when possible.
2. **BETTER TOGETHER Conference Coordinator** – is the go-to person for The MOM Initiative and will organize a group of volunteers, coordinate meetings and activities, handle the details to assure that everything is in place for the conference and will also coordinate payment to The MOM Initiative.
3. **Prayer Team Organizer** – organizes the BETTER TOGETHER Conference prayer team and begins specifically praying for the event 2 to 4 months prior to the conference. She also sets up the Prayer Room so it will be manned during the event.
4. **Registration Coordinator** – handles registration team, the registration set up and money collected. The recommended fee for the BETTER TOGETHER Conference is \$49 with various discounted rates and/or incentives offered several times prior to the event. (ie...Buy 1/Get 1, etc...)

5. **Promotional Director**– will organize and/or facilitate promotion for the BETTER TOGETHER Conference. Personal invitations are still the best way to promote the event, but we also work with the Promotional Director as they develop print and online promotional resources, as well as media releases.
6. **Food** – will provide coffee, water and some snack items during the conference as well as meals as needed for the speakers.
7. **Audio/Visual Director** – will be in charge of media for the event.

Equipment needs for BETTER TOGETHER:

- Large projection screen for the Keynote speakers for main sessions
- Projector and stand for audio-visual presentation during main sessions
- Projector, stand and screen for workshops in 4 rooms
- Adequate sounds system
- Ear and/or lapel mics for each speaker during keynotes and workshops (as needed) depending on size of church, workshops, rooms and audience.
- A small podium or music stand, or a cafe style table with a chair.
- Sound check 3 hours before conference.

8. **Resource Coordinator** – the contact person for book table and book sales (we will need 2 - 3 tables and someone who will man those tables). She coordinate book sales and assure that any unsold books are shipped back to the author and a check will be mailed to The MOM Initiative for the total amount of sales.
9. **After-Conference Follow-up Coordinator** – assures that the Survey Cards are collected and the information is forwarded to The MOM Initiative.
10. **Worship Coordinator** - in charge of coordinating any individual or group for the BETTER TOGETHER Conference. It may be more cost effective to have someone from your church provide music during the event. (The MOM Initiative would like their contact information to coordinate conference details.)
11. **Altar Team Coordinator** - organizes the Altar Team and prepares them to pray with those who go to the altar during the Conference. We will email printable Communication Cards to help you follow up with any prayer needs or new salvations.



Step 2

PROMOTING BETTER TOGETHER

Word of mouth and personal invitation is the best kind of promotion! However, we provide tools to help you promote the conference in various ways.

Promotional Materials

- Video promo
- Posters
- Invitations
- Inserts, ads & press releases
- Graphics for ProPresenter or PowerPoint



Suggested Promotional Schedule:

3 months before BETTER TOGETHER

- Conference team is in place
- Prayer team is strategically praying
- Posters & promotion begins
- Invitations sent to local Women's Ministry Leaders
- Personal invitations are sent out
- Upload info on you church's website
- Graphic in bulletin &/or ProPresenter during service
- Play promotional video in church
- Announce BETTER TOGETHER from pulpit

2 months before conference

- Promotional video or clips played in church
- Create a fun quick skit for Sunday's Service
- Invitations: Ask each woman to invite a friend
- Do an email blast
- Use bulletin insert as an invitation to hand out to women in the area (be missional!)
- Pastor to announce conference from pulpit

Last month and up to the conference

- Send out follow-up email invitations
- Play promotional video
- Continue to promote personal invitations
- Graphics for ProPresenter or Powerpoint
- Press releases: local stations, magazines & papers
- Final announcements from the pulpit

Step 3

DAY OF BETTER TOGETHER

THIS IS IT! The day we've all been praying for! And we are SO EXCITED to see what the Lord is going to do! We've all worked hard and done everything we can to be prepared!

So, let's have fun and watch God do what only God can do!

Be prepared for any glitches or surprises (they're bound to happen) but please remember that God is never surprised and He always brings everything together!

The final thing is please know that the speakers are able to do whatever they need to if things change. The number one rule in ministry (other than honor God) is to be flexible – and The MOM Initiative team is definitely ready to be flexible.

We are there to serve you and we know how to roll with the tide! So don't worry about us... we will do what we need to do regardless of the circumstances.

FOLLOW UP AND THEN BREATHE!

Please don't forget to follow up on the Communication Cards and forward that info to The MOM Initiative along with the Survey Sheets. We also suggest that you send out Thank You cards to the attendees... especially those who are unchurched (you will know that because of what they write on their Communication Cards).

And remember... we are here for you – to serve you – to partner with you – and to help you in any way we can! You can contact us any time for help!

Email us at info@themominitiative.com

Visit our website at www.themominitiative.com

Call us at 904-551-3935.

Step 4

COST

Booking a BETTER TOGETHER will provide your church with 4 gifted speakers who will come share 3 Keynotes, a Late Night Bash (LOTS of fun!), and 12 workshops (3 workshops per speaker).

We ask that the host church provide a \$1,000 gift to cover our basic speaker budget along with a love offering that can be taken up during the conference or provided through the host church's conference budget. (**Ministry needs per conference average \$3100 for supplies, speakers, marketing, etc...**)

We also ask that the host church provide the traveling, lodging and meals expense for the speakers. We will try to provide speakers who live as close to your conference location as possible.

BASIC SCHEDULE

(This is a basic schedule for a 2 day conference.)

FRIDAY NIGHT:

6:00pm – Doors Open

6:30pm – Main Session

8:00pm – Late Night Bash (LOTS of fun!)

SATURDAY MORNING:

8:30am – Doors Open

9:00am – Main Session

10:45am – Break (shop vendors, etc...)

11:00am – 4 Workshops to choose from

12:15pm – Lunch

2:00pm – 4 Workshops to choose from

3:15pm -Break (shop vendors, etc...)

3:30pm – 4 Workshops to choose from

4:45pm – Dinner

6:30 – Main Session & Q & A Finale

To find out how you can host a BETTER TOGETHER Conference at your church, email us at info@themominitiative.com. Include church name, location, possible dates and number of attendees you hope that will attend.