

Speaker/Room Title/Description

SESSION 1 (10:00 AM)

- Robert DeVargas** **The Secret Ingredient to Reaching Your Audience**
Unveil the age-old secret, to not only reaching your audience, but to engage them for action and life change. Rule #1 of all communication is to “know your audience.” But why?
- Josh Merriott** **Using Facebook to Reach People**
Utilize a tool that most people are on to connect them to your church. Reaching new people and communicating with your church is easier than you think.

SESSION 2 (10:45 AM)

- Robert DeVargas** **Winning with Your Communication Game Plan**
Obtain a useful blueprint for creating your own communication strategy in any ministry. Ok, so you know what you want to say and whom you want to reach. Now what?
- Josh Merriott** **Big Videos on a Small Budget**
Make videos that move the hearts of people with limited resources.

Lunch Panel

11:30 AM-12:30 PM

Improving our First Impressions to Guests

Panel: John Bernard, Harvey Letcher & Carter Shotwell
Hosted by: Mark Yoakum

SESSION 3 (12:30 PM)

- Robert DeVargas** **The Secret Ingredient to Reaching Your Audience**
Unveil the age-old secret, to not only reaching your audience, but to engage them for action and life change. Rule #1 of all communication is to “know your audience.” But why?
- Josh Merriott** **We Need a New Website**
Rebuild your website to be cleaner, more effective and easier to manage.

SESSION 4 (1:15 PM)

- Robert DeVargas** **Web, Social Media & Other Ministry Tools**
Explore the essentials to getting your message out. You will look at ways to manage and coordinate communication over several channels at one time.
- Josh Merriott** **Using Media and Video to Tell a Great Story**
Become a church that moves people through writing and video. Examine the importance of telling good stories.

Robert DeVargas is co-founder of Eternal Interactive, Inc., a ministry-minded software development firm that builds data-driven web applications. Robert is a former faculty member of Southwestern Seminary and Dallas Theological Seminary. He currently teaches courses in the communication master’s program at Dallas Baptist University. Robert lives in Fort Worth with his wife, Rebecca.



Josh Merriott is the senior associate pastor of Communication and IT at Cross City Church in Euless. He leverages technology to help the church communicate with authenticity, clarity and focus.





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