

# You're invited

To the most helpful training event of the year  
for communicators in BGCT  
agencies, institutions and churches

**Baptist Media Forum of Texas**  
**January 25-26, 2002**  
**Radisson Market Center, San Antonio**

- ◆ See program details on Page 2, Schedule on Page 3.
- ◆ Remember to make lodging reservations directly with hotel by Dec. 24.
- ◆ Use registration form below to pre-register for the conference no later than Jan. 4.
- ◆ Photocopy and pass along this information to others who might want to attend.
- ◆ Get ready for great networking, learning and inspiration.

-----

**BAPTIST MEDIA FORUM OF TEXAS REGISTRATION**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

INSTITUTION/CHURCH/SCHOOL: \_\_\_\_\_

OTHERS IN YOUR GROUP: \_\_\_\_\_  
\_\_\_\_\_

REGISTRATION FEE ENCLOSED: \$ \_\_\_\_\_

Please mail with registration fee no later than January 4 to Mark Wingfield, Baptist Standard, Box 660267, Dallas TX 75266

# Baptist Media Forum of Texas

## January 25-26, 2002

### **What is it?**

Baptist Media Forum of Texas is the reincarnation of the Texas Baptist Public Relations Association, which was very active in the past but has not functioned in several years.

### **Who should attend?**

This event is designed for all communicators in agencies and institutions of the Baptist General Convention of Texas, students and communications faculty in Texas Baptist universities, all university communications students interested in exploring a denominational career, communication specialists for local churches and anyone else interested in the networking and training available.

### **Why should I attend?**

This is the only event of its kind specifically for Texas Baptist communicators. You will meet and network with other professionals who face similar challenges. You will hear outstanding speakers. You will gain new inspiration for your work. You will have hands-on experiences in special sessions geared for writers, designers and marketers. In short, it's much more relevant than other seminars you might attend—and it's probably cheaper too.

### **What's the program?**

A complete program is printed on the opposite side of this page. Keynote speakers include Gustav Niebuhr, religion writer for the New York Times; Carol Childress, a futurist and creative strategist with Leadership Network; and Carey Conner, senior vice president of the LeMaster Group, the Dallas-based agency that gained statewide attention for its creative marketing of the opening of the American Airlines Center in Dallas.

### **What's the location?**

Our conference will be held at the Radisson Market Center near downtown San Antonio. This is an easily accessible location and a beautiful facility. Room rates are \$90 for single, double or quad. Make reservations directly with the hotel today by calling 210-224-7155.

### **What's the cost?**

Registration, which includes three meals, is \$250. If two people register from the same institution or church, the rate drops to \$225 per person. If three people register from the same institution or church, the rate is \$205. For four or more from the same institution or church, the rate is \$195. Special rates and some scholarships are available for students. Please call Mark Wingfield at 214-630-4571, ext. 12 for specifics on student rates.

## **CONFERENCE BONUSES**

**BONUS NO. 1:** Bring samples of your best work for our Show and Tell room. We'll have a private room reserved at the hotel where all participants will display brochures, annual reports, news releases, writing samples, publication samples, videos, photography, design ideas and more. This is a chance to let your peers see the best of your work, and it's a chance to get ideas from others.

**BONUS NO. 2:** Carol Woodward of the University of Mary Hardin-Baylor will host a Saturday breakfast roundtable for all university communicators to explore the possibility of finding cost-efficiencies by collaborating in advertising at non-Baptist events.

# Baptist Media Forum of Texas

## January 25-26, 2002

<b>FRIDAY</b>				
7:30 a.m.	<b>Breakfast kickoff with Carol Childress/Understanding Current Realities</b>			
9:30 a.m.	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;">A crash course in crisis communications Part I (Dublin &amp; Associates)</td> <td style="width: 50%; text-align: center;">Anderson Advertising: Branding your institution &amp; setting graphic standards</td> </tr> </table>	A crash course in crisis communications Part I (Dublin & Associates)	Anderson Advertising: Branding your institution & setting graphic standards	
A crash course in crisis communications Part I (Dublin & Associates)	Anderson Advertising: Branding your institution & setting graphic standards			
10:45 a.m.	<b>Break Time</b>			
11:00 a.m.	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;">A crash course in crisis communications Part II: Case studies (Collins)</td> <td style="width: 50%; text-align: center;">John Astle: Tips and tricks for perfect pre-press productions</td> </tr> </table>	A crash course in crisis communications Part II: Case studies (Collins)	John Astle: Tips and tricks for perfect pre-press productions	
A crash course in crisis communications Part II: Case studies (Collins)	John Astle: Tips and tricks for perfect pre-press productions			
12:15 p.m.	<b>Break Time</b>			
12:30 p.m.	<b>Lunch program with Gus Niebuhr of New York Times</b>			
2:30 p.m.	<b>Break Time</b>			
2:45 p.m.	<table border="0" style="width: 100%;"> <tr> <td style="width: 33%; text-align: center;">Writers' workshop, facilitated by Mark Wingfield</td> <td style="width: 33%; text-align: center;">Designers' workshop, facilitated by Anderson</td> <td style="width: 33%; text-align: center;">Marketing workshop, facilitated by Becky Bridges</td> </tr> </table>	Writers' workshop, facilitated by Mark Wingfield	Designers' workshop, facilitated by Anderson	Marketing workshop, facilitated by Becky Bridges
Writers' workshop, facilitated by Mark Wingfield	Designers' workshop, facilitated by Anderson	Marketing workshop, facilitated by Becky Bridges		
4:45 p.m.	<b>End of day's programming/Dinner and networking on your own</b>			
<b>SATURDAY</b>	<b>Breakfast on your own</b>			
8:00 a.m.	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;">Larry Brumley: Making the most of market research</td> <td style="width: 50%; text-align: center;">Philip Poole: Staging special events with sizzle</td> </tr> </table>	Larry Brumley: Making the most of market research	Philip Poole: Staging special events with sizzle	
Larry Brumley: Making the most of market research	Philip Poole: Staging special events with sizzle			
9:15 a.m.	<b>Break Time</b>			
9:30 a.m.	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;">Stan Madden: Building communities in a post-mass communications world</td> <td style="width: 50%; text-align: center;">Marv Knox: Get the fluff out of your writing</td> </tr> </table>	Stan Madden: Building communities in a post-mass communications world	Marv Knox: Get the fluff out of your writing	
Stan Madden: Building communities in a post-mass communications world	Marv Knox: Get the fluff out of your writing			
10:45 a.m.	<b>Break Time</b>			
11:00 a.m.	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;">Jim Veneman: Photography for non-photographers</td> <td style="width: 50%; text-align: center;">Tiffany Taylor: How marketing helps ministry; case study on Shoes for Orphan Souls</td> </tr> </table>	Jim Veneman: Photography for non-photographers	Tiffany Taylor: How marketing helps ministry; case study on Shoes for Orphan Souls	
Jim Veneman: Photography for non-photographers	Tiffany Taylor: How marketing helps ministry; case study on Shoes for Orphan Souls			
12:15 p.m.	<b>Break Time</b>			
12:30 p.m.	<b>Lunch program with Carey Conner of the LeMaster Group</b>			
2:30 p.m.	<b>Break Time</b>			
2:45 p.m.	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;">Dublin &amp; Associates, with guests: Getting your institution in the news</td> <td style="width: 50%; text-align: center;">Jim Veneman: Ideas for using photography in design</td> </tr> </table>	Dublin & Associates, with guests: Getting your institution in the news	Jim Veneman: Ideas for using photography in design	
Dublin & Associates, with guests: Getting your institution in the news	Jim Veneman: Ideas for using photography in design			
4:30 p.m.	<b>End of programming</b>			

