



A day conference for churches and other ministries to consider vital communication issues

FEVA MINISTRIES presents *Promoting the Word Through Image and Text* - a conference for anyone interested in helping their church or ministry organisation communicate more effectively.

If you are, or would like to be doing any of the following: meeting outlines or church advertising, ministry website, short movies, PowerPoint® presentations, managing your church venue to work more effectively, mission programs and the like... then the *Promoting the Word Through Image and Text* conference is for you.

FEVA (the Fellowship for Evangelism in the Visual Arts) is an interdenominational organisation that has spent the last fourteen years ministering amongst students who study art and design and amongst those who work in the arts. More recently we have sought to use the gifts and abilities of people in FEVA to benefit the wider Christian church. We're delighted to present this conference for you and your ministry.

EVENT DETAILS

- Date:** Saturday 25th November
 - Time:** 9am to 5pm
 - Venue:** Ryde Anglican Centre, cnr Church St and Gowrie St, Ryde (Underground parking off Gowrie St available for first 40 cars)
 - Cost:** \$60 received by Monday 6th November, \$75 thereafter. \$10 discount per person for additional registrations from the same church or ministry organisation
- Morning tea, light lunch and afternoon tea included.

For enquiries call Judith on 0415 549 096 visit us at www.feva.org

CONFERENCE PROGRAM

Theological overview for 'Promoting the Word through Image and Text'	
Determining and presenting your ministry identity	
Morning Tea	
1A. Writing to Engage	1B. Using your space effectively
2A. Arriving and staying on the web	2B. Putting together a mission campaign
Lunch	
3A. Graphic design 'inside the box'	3B. Graphic design 'outside the box'
4A. 'Death by PowerPoint®' Visual aids to the church meeting – PowerPoint® and Keynote¹	4B. 'Not another vox-pop!' Visual aids to the church meeting – film & video
Afternoon Tea	
Understanding and working within copyright law	



MATT ANDREWS
Matt is a senior copywriter for Singleton OgilvyOne. He has ten years experience in London, Amsterdam and Sydney with awards won for mailers, posters and interactive marketing. With his wife and two children he fellowships at St James' Turramurra.



IAN FOSTER
Ian is an architect. He and his wife Jodi, an interior designer, run Foster and Associates, a multi-discipline design practice based in Sydney. They are currently working on a redesign of Annandale Community Church where they fellowship with their four children.



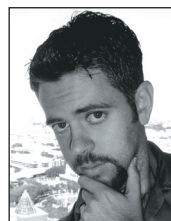
CAMERON BLAIR
Cameron trained and worked as an architect before coming to work with FEVA. He and his wife Lara have five children and attend Petersham Evening Church where Cameron is also on the ministry team.



ANDREW FROST
Andrew is an Architect. For fourteen years he worked at Peddle Thorpe Walker on large-scale master planning projects (including three Olympic Games). Andrew now runs Frost Architecture. He and his wife Voula have two daughters, and attend Crossculture Bible Church 'CBC' at St Davids Anglican Church, Arncliffe.



KAREN GETTENS
Karen is a copyright lawyer. She has been Vice President of the Copyright Society of Australia and has extensive experience writing and speaking on the subject. She attends Naremburn Anglican Church.



SIMON MCGRATH
Simon studied visual arts before heading into advertising. For the last eight years he has worked as an Art Director for Singleton Ogilvy & Mather. He likes cricket, is married to Naomi and they attend Petersham Evening Church in the Inner West.



JUSTIN LEON
Justin studied at UTS Design School and has over ten years experience as a graphic designer, primarily in printed corporate communications and branding. Justin is married to Sarah-Jane and they and their two daughters fellowship at St Stephen's, Normanhurst.



ANDREW NOBBS
Andrew has experience in advertising, design and publishing. He runs Barton Design, and has worked with leading arts and business organisations as well as several churches and ministry initiatives. Andrew is married to Sonya and they attend All Saints Cammeray with their two boys.



TOBY TRAPPELL
Toby is trained in media production and advertising. With five years experience in film making Toby has worked on over 50 commercials, short films and music videos primarily as a camera operator and film editor with some experience in script development. He and his wife Sarah attend Petersham Evening Church.



MALCOLM WILLIAMS
Malcolm studied Sculpture and ceramics before becoming a High School Visual Arts Teacher. For the last fourteen years he has run FEVA, a Sydney based ministry that focuses on student ministry in the arts. He is also the pastor of Petersham Evening Church. He is married to Julia and they have six children.



NICK WALKER
Nick has been designing web sites for eight years and has designed over a hundred sites. He runs his own web design company and has designed and built web sites across many industries and for a range of different purposes. He and his wife Yvette attend Unichurch at UNSW.



PLEASE TEAR OFF

REGISTRATION SLIP

Individual Registration Group Registration

Name: _____

Address: _____

Hm Phone: _____ Wk Phone: _____

Mobile: _____

Email: _____

Home Church: _____

How did you hear about this conference: _____

- Electives:**
1. A or B
 2. A or B
 3. A or B
 4. A or B

Registration Fees:
\$60 early bird (by Monday 6th November)
\$75 after Monday 6th November

DETAILS OF ADDITIONAL GROUP MEMBERS

Church or ministry organisation: _____

Electives:

Name: _____ Name: _____

1. A or B
2. A or B
3. A or B
4. A or B

For additional attendees please attach a separate piece of paper

Registration Fees:
___ people at \$50 pp early bird (by 3/11/06) Total \$____
___ people at \$65 pp after 3/11/06 Total \$____

SEMINARS



THEOLOGICAL OVERVIEW

Christians are rightly suspicious of secular marketing. After all, we live in an age when the 'spin doctor' is an admired profession. Christians believe that 'simply preaching the gospel' is all we need to do. Certainly, the gospel of Jesus Christ is God's powerful change agent in a lost world, but the gospel is never preached in an aesthetic or stylistic vacuum.

This opening seminar will briefly address a set of theological issues that concern how we legitimately promote Jesus and his living 'enscriptured' word. Guiding principles will be provided for subsequent seminars that govern the use of 'image and text'.



DETERMINING AND PRESENTING YOUR MINISTRY IDENTITY

The community's perception of Christ and his people in today's 'post-Christian' Sydney is, for the most part, negative and stereotypical. A panel of professionals will help you think through how you can present your ministry in ways that are compelling, honest and that connect with your community.



1A. WRITING TO ENGAGE

If you had one chance to tell people something about God, what would you say? Whether it's a pamphlet from your church or a theme for a mission, you can win or lose your audience with just a few words. By learning the art of copywriting you'll be equipped to make your message simple and memorable. In the seminar, you'll discover how to:

- Define your proposition.
- Fire the imagination of your audience.
- Elicit a response.



1B. USING YOUR SPACE EFFECTIVELY

When Christians gather together their hope is that the outside community will want to join them in their place and space. However, we're so used to our setting that we can stop noticing what image it projects to the outsider. This seminar will help you reassess and will include the following issues:

- The impact of architecture on outreach.
- Reflecting your theology by the way you use your building.
- Expressing your identity through your space.
- What is contemporary? What is its value?
- Design principles inside your church including space, light, texture, acoustics.
- What you can do to make a difference (even on a tight budget).



2A. ARRIVING AND STAYING ON THE WEB

These days everything is on the web. We use it for shopping, banking, communicating with friends... even reading the newspaper! It's here to stay and so Christian ministries need to consider their Internet presence. This seminar shows you how to set up a ministry website. It will include such issues as: purpose, effective design principles, ways to build your site, sticky versus stale websites, advertising and web site promotion and finally, cost parameters. Useful to both complete novices and seasoned experts.



2B. PUTTING TOGETHER A MISSION CAMPAIGN

Whilst active churches are always in 'mission' mode, the dedicated mission period is still an important evangelistic strategy in most church calendars. It motivates and focuses church members to make extra effort for a common purpose. This seminar will help you examine strategies that can be employed to raise the profile of the mission and highlight it's message.



3A. GRAPHIC DESIGN 'INSIDE THE BOX'

Graphic design surrounds us - in print, on the web, public signs... in all sorts of places. In amongst this, Christian ministries are engaged in presenting the message of Christ. This seminar helps you do this by examining the core principles of Graphic Design including: defining the design brief, format and packaging, layout and composition, colour, imagery, typography and print production. This practical seminar will help the novice lift the quality of their graphic design across a wide variety of media.



3B. GRAPHIC DESIGN 'OUTSIDE THE BOX'

This seminar ideally suits the person who has some experience of design and focuses on strategy rather than skills. It picks up where the seminar *Determining and Presenting your Ministry Identity* leaves off and endeavours to help identify key questions in going through the design and marketing process. Samples of existing church design work will be shown. The goal is that you will not only be equipped, but inspired to think 'outside the box'. It is not necessary to have attended the *Inside the Box* seminar.



4A. 'DEATH BY POWERPOINT' VISUAL AIDS TO THE CHURCH MEETING - POWERPOINT AND KEYNOTE¹

With PowerPoint® or Keynote¹ (on the Macintosh) it's possible to take the text of the passage that's being preached on at church, a map or picture of a bible location and project them electronically ... in fact, every word of a well prepared sermon can be accompanied electronically on the big screen... but just because we can, doesn't mean we should! This seminar helps you explore the judicious and effective use of PowerPoint® and Keynote¹ for use in the church meeting. There will be some technical advice given.

1. Keynote is a trademark of Apple Computer, Inc., registered in the U.S. and other countries.



4B. 'BEYOND THE VOX-POP!' VISUAL AIDS TO THE CHURCH MEETING - FILM AND VIDEO

Many computers now come with inbuilt movie programs. Home videos have never been so easy to make. How can we use this tool effectively within our ministries? This seminar will help you to both promote coming events in your church and dramatise the theme of the meeting through multimedia with a focus on short films. Example films will be shown and technical issues will be considered. Useful to both complete novices and seasoned experts.



UNDERSTANDING AND WORKING WITHIN COPYRIGHT LAW

Copyright law effects many things we may do within our church setting such as downloading images from the Internet for a PowerPoint® presentation, using clip art in the church outline, cutting scenes from a movie or using a snippet of a song to demonstrate a point in a sermon or taking images from the Internet to use on your church website. There are copyright laws that concern all of these scenarios and this seminar will help you understand better how we can obey these laws as we seek to serve the Lord Jesus.

BROUGHT TO YOU BY



PLEASE TEAR OFF

PAYMENT

I have enclosed a cheque for the amount of \$_____ (payable to the Fellowship for Evangelism in the Visual Arts)

Please debit the sum of \$_____ to my

Bankcard Mastercard Visa

□□□□ - □□□□ - □□□□ - □□□□
card number

□□ - □□
expiry date

name on card: _____

signature: _____

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