

Area III, American Baptist Churches of the Great Rivers Region Presents...

**Hands on Learning
for Churches of
All Sizes**



**Kem will lead 2 consecutive workshops
about communications strategy based upon
her book, *Less Clutter...Less Noise***

Saturday, March 6, 2010

First Baptist Church of Champaign at Savoy

Both Sessions: Heavy on Application (9:30 a.m – 11:30 a.m. & 12:30 p.m. – 2:00 p.m.)

Do your church's publications release
the response in people that you have
intended...*that people will notice your
message?*

Who Are We Doing this For?
How do we...

- Approach
- Compose &
- Publish accordingly?

From *Less Clutter...Less Noise*:

"Scrambling to keep up and looking for ways to get their message heard, churches are creating more brochures, getting new logos, printing in four-color, advertizing, emailing, building complex web sites and writing clever content. By default, they try to communicate using methodologies that are all about 'sending the right message.'"

"Here is what happens. The people they are scrambling to reach do what they have to do to survive the onslaught. They shut down. Stop listening. Move on. Because more is not better."

"What you need is air. A fresh perspective. An encouraging nudge. A few 'aha' moments. A simple example or two."

Registration form for these workshops
on back of this flyer, or find one at
<http://www.abcgrr.org/areas/annualmeetings.htm>

Kem Meyer is the communications director
for Granger Community Church, Granger IN

Read Kem's blog:

<http://www.kemmeyer.typepad.com/>

Find a review of her book:

http://www.abcgrr2.org/Review_Kem_Meyer_Less_Clutter_Less_Noise/engage.html

Register for Kem Meyer's, Less Clutter...Less Noise



Name _____ Child Care Needed? Y / N

Name & Age of each child: _____

Other Need(s): _____

E-mail (if available) _____

Church _____

Send this form and a check payable to Area III to:

Doris Kaisner

P O Box 233

Fairbury IL 61739

Questions: Call Doris at 815 - 692 - 2948

Registration for Kem Meyer Seminar (begins at 9:30 a.m. in The Crossing (the multipurpose wing of the FBC); includes lunch)

Fee options: Before January 31 save \$10/ person:

\$10 per person: 5 or more from same church

\$20 per person: 2 to 4 from same church

\$30 per person: individual

After January 31:

\$20 per person

\$30 per person

\$40 per person

Names of persons registering for Kem Meyer Seminar (if more than 5, continue on back):

1. _____

2. _____

3. _____

4. _____

5. _____