

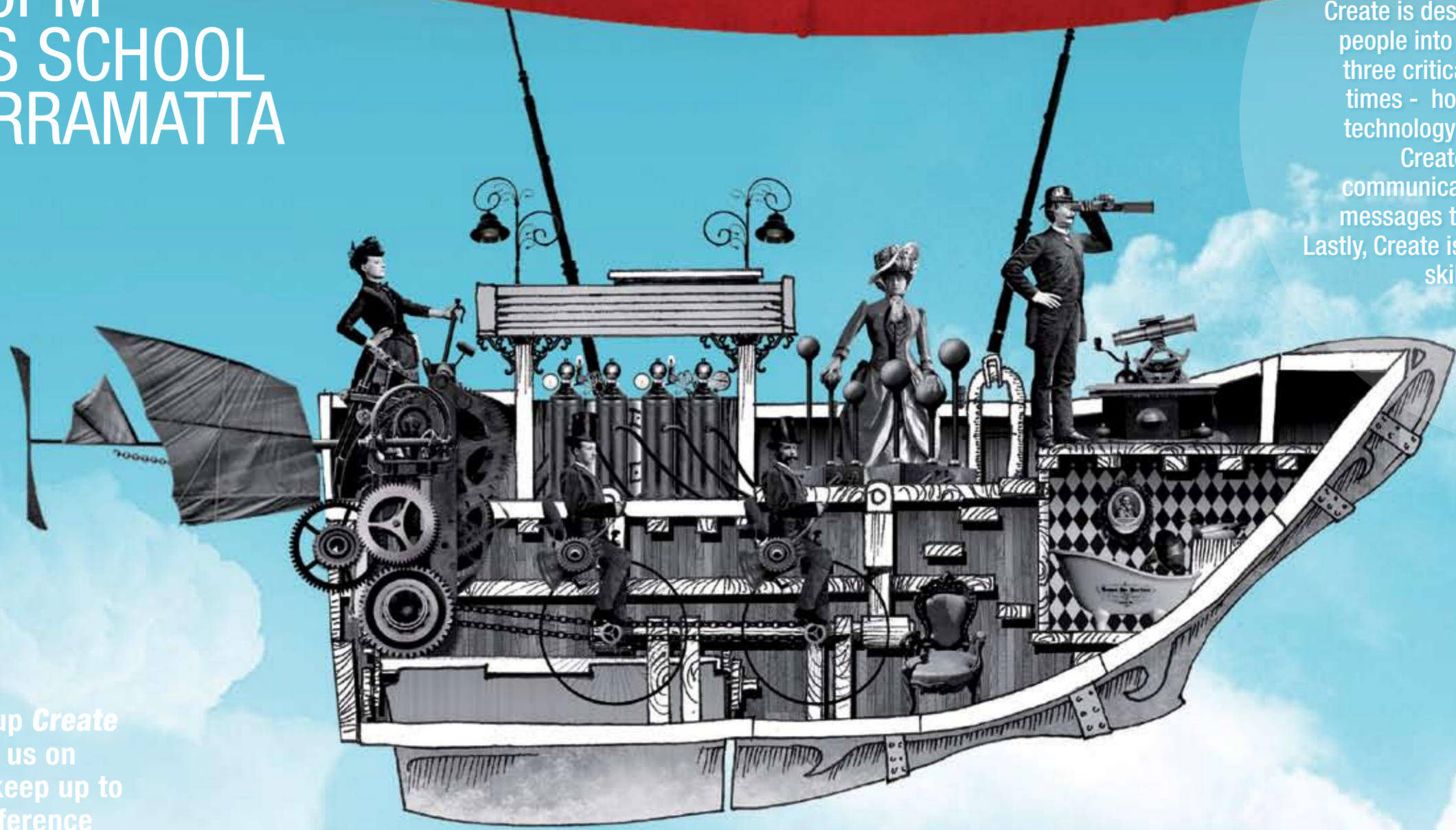
**SATURDAY
14TH NOVEMBER
8.30AM - 6PM
THE KING'S SCHOOL
NORTH PARRAMATTA**

IDEAS AND
INSPIRATION FOR
CREATIVE MINISTRY

Create is designed to galvanise and equip God's people into effective action. Create addresses three critical areas. Firstly, understanding the times - how are changes in social trends and technology affecting God's church? Secondly, Create is a conference to explore how to communicate truthful and engaging ideas and messages that are sensitive to those changes. Lastly, Create is a practical conference to gain the skills to package your messages well.



Join our Facebook group *Create Conference* and follow us on Twitter *Createconf* to keep up to date on this year's conference



CREATE 09

TOOLS AND
RESOURCES FOR
COLLABORATION

This year's Create conference is so big we can't fit the program on this A2 poster! That's right, you'll need to go online to meet the teams of presenters and read about their seminars and workshops.

**REGISTER
ONLINE AT
WWW.
CREATE
CONFERENCE.
ORG.AU**

USE THE WEBSITE TO BOOK
INFORMAL COLLABORATIONS
WITH LIKE MINDED PEOPLE
AROUND IDEAS AND PROJECTS
OVER MEAL TIMES.

**Create equips Christians to
understand the times, generate
good ideas & messages and
package them relevantly.**

I have gained much inspiration to make better quality 30sec films and now have a better idea how to. I also am inspired to use lighting more effectively and to suit the audience. Thank you... [Ben](#)

Create really has something for everyone. It's not just for 'creatives' or pastors or technical people - although it definitely is for these people! It's a conference to inspire your whole church to collaborate in communicating Jesus Christ's gospel of salvation to the whole world.

And speaking of **collaboration**... that's the theme of Create 2009. Collaboration is not an optional extra - it's essential Christian behaviour. In post-Christian Australia, collaboration (across church, denominational and even geographical boundaries) is needed more than ever to defend and promote the gospel.



CREATE 09 BROUGHT TO YOU BY OUTREACH MEDIA

ACCOMMODATION
FOR ACCOMMODATION OPTIONS NEAR
THE KING'S SCHOOL, GO TO THE WEBSITE
CREATECONFERENCE.ORG.AU

\$10 DISCOUNT
ON EACH REGISTRATION WHEN 2 OR MORE
PEOPLE REGISTER FROM THE SAME CHURCH
OR MINISTRY ORGANISATION.

SPONSORED BY



YOU MUST REGISTER ONLINE
www.createconference.org.au

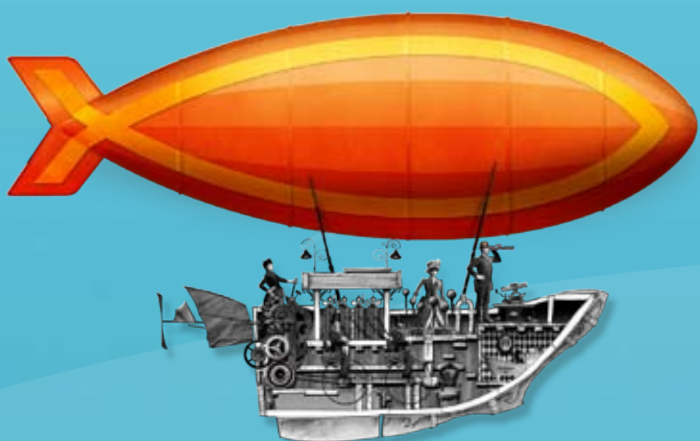
\$120 OR \$110 EARLYBIRD
FOR EARLYBIRD, REGISTER ON OR
BEFORE 29TH OCTOBER'.
Registrations close 5pm Wednesday 11th November

**BIBLICAL FOUNDATION
FOR INSPIRING
COMMUNICATION**

Re concrete things on how Youthworks is doing things differently in our ministry because of conference: Anthony and I went to the "from kernel to pop" workshop, and it gave us some useful tools for creating and executing engaging ideas e.g. the '21 boxes' approach has been a favourite for coming up with an ad campaign for the launch of Gener8 ministries. All of us went to the 'writing to engage' workshop. It made us much more aware of people's deepest needs and how God as revealed in the scriptures meets those needs. Now when we write copy or other communications pieces, we're conscious that our message needs to be relevant and above all, allow the truth of the gospel to shine through, rather than relying on our own cleverness. Once again, thanks for a fantastic conference and your hard work in pulling it together. [Kitty](#)

It was an absolutely fantastic day. There were so many useful tips and insights to how we can be doing things better, I came away with my head spinning... I mostly went for the online/internet workshops. From that we are going to revamp our Facebook page so that we have more of a presence there and I am looking into an rss feed for our sermons when we launch our new website. From the design basics course, it has made me go back and re-evaluate a lot of our promotional material. We just had our Christmas postcards printed but I would probably change the font type and weight now. Thanks again for a fantastic day of information. [Emma](#)

ENQUIRIES (02) 8898 9320



MARKETING
The total process of presenting, persuading and promoting. Where business marketing is about profit, Christian marketing points to Jesus and should always be about promoting Jesus with integrity. Not sure that the words Christian and marketing should appear in the same sentence? Then head to www.createconference.org.au to read a short article on the topic.



CREATE 09

collaboration

THE TIMES DEMAND COLLABORATION

PUBLIC RELATIONS

A sub-branch of marketing including media relations. It's all about managing and promoting communications between your ministry and the public, often via the media, and increasingly using social media. It involves considering the best forums to promote events, programs and your message while avoiding the common pitfalls of media engagement.



THE INTERNET / WEB

A nasty place or a wonderful tool? The most pervasive, all encompassing tool for change since... (insert unsubstantiated google fact here - wheel, printing press, Spinning Jenny)! The time to get online was yesterday. The time to make the most of online is today.



Thanks for organising the conference. It was really helpful and gave me many ideas. Our Parish Council are now considering various options for better signage. We will continue to improve our website, especially adding more visual content. We are investigating some of the web tools discussed in Stephen Kryger's seminar. I will use Matt Andrew's guidelines next time I am planning how to work out the best way to connect with a target audience for a specific event.

Robyn

WRITING

You might have heard the term 'copy' - it just means a piece of writing. So, long copy? Short Copy? Big words? Small words? Is it interesting? What's the right tone? Who's the audience? Why is some copy more readable than others?



COPYRIGHT

It's easy to steal or misuse content and not even know it. It's certainly easy to not think too hard about it or worry about the legal implications. But what can you use and what should you pay for? What laws govern the use of different forms of media and how do these affect Christian ministries?



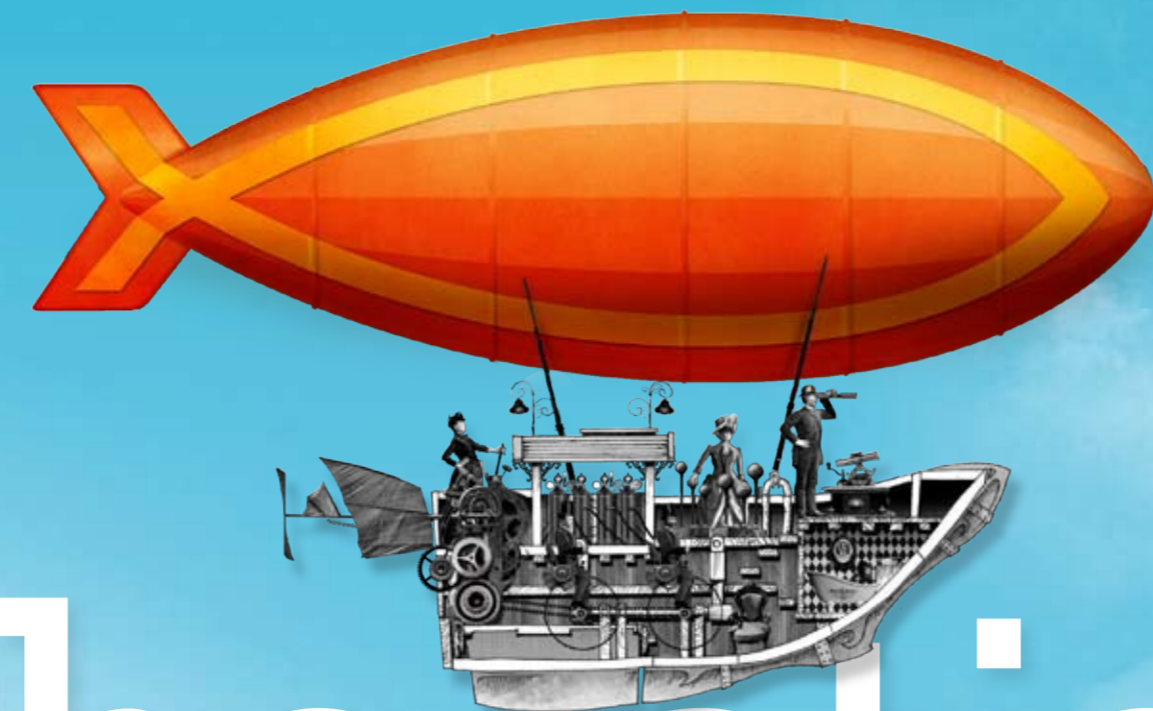
PLACE AND SPACE

Eden was very nice. Heaven will be better. In the meantime, all of us have to make do with a particular space. It may be a neo-Gothic mausoleum, a lean seventies number with sprayed concrete ceiling, or perhaps it's a rented school hall. Maximising space, acoustics, lighting and renovation all usually require specialist advice.



VISUAL DESIGN

The use of effective and contemporary ways to express ourselves visually, including signage, logos, websites, presentation slides and films. Does it look good? Is it eye-catching? Is it easy to read? Do the colours work? Are the fonts right? Is there balance and style? What impact does design have on the audience?



DEVELOPING CONTENT

Developing content for our modern age usually requires collaboration with a range of skill sets. To do this, you need to become a producer. Such a person is a generalist with a knowledge of styles, genres, emerging technologies and audience interests. Christians need to collaborate to produce content that meets today's standards of rich media.



VOICE

A speaking God has made us in His image. We speak the gospel, so it's important to know how to use your voice, how to care for your voice... and the really scary thing, what you can do with it (yes, this means emotion).



MUSIC

Hey, this is already covered! Go to the Twist Conference at <http://twistconference.com>. They are doing a great job.



RUNNING PROGRAMS

Medium to large ministries tend to juggle a range of programs. They'll have competing needs and budgets and struggle for oxygen in the communications mix. How do you run a number of effective programs without burning out your congregation?



SOUND

A technical area that can challenge communicators who aren't technical. Sound is affected by the space you're in and the gear you're using and it can make or break an event. How can you do a good job with limited resources or little training?



GENERATING IDEAS

Sparkle, pop! Eureka! Brilliant ideal! Drilling for the good oil is hard work and you've got to know where to look. Thankfully there are ways to improve the generation of ideas.



MEDIA WATCH

How is Jesus traveling in the media? How are Christians being treated and represented? What prejudices and misconceptions are we wrestling with currently? And to what extent should we let ourselves be known as society's dregs?



UNDERSTANDING SOCIAL TRENDS

It's true that people are the same everywhere and their problems are generally the same. We all have aspirations for work, play and love, and we need food, clothing and shelter and most of all, salvation from sin. Yet paradoxically, it's not true. People are different. There are a range of forces in Australia such as increasing secularism, new atheism, new media, globalisation and immigration that mean that today's generation is increasingly diverse and unlike any past generation.



STUNTS AND PROPS

When you want to draw attention to something then sometimes the unusual and extraordinary is needed. Australia is the land of the Big Pineapple, the Big Prawn... the big anything. So, fly some kites and see if people notice.



FILM AND VIDEO

Moving images: we're drawn to them. We love a pixel fix. Show us something on film and we'll take notice. Moreover, when it's on film, we can post it for the whole world to see with free video upload services like Youtube.



EVENT MANAGEMENT

God's plan is fast moving towards a major eternal event called Heaven. He'll run it flawlessly. Right now, we are called to meet together for church and inevitably other events follow. What type of events work? How do you get people along? How can you run great events on a limited budget?



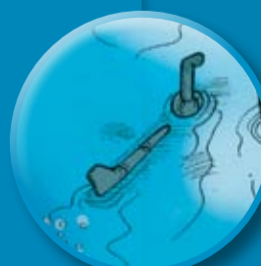
TECHNOLOGY

Since inventing the wheel we haven't stopped. Now we're always having to master new things. Keep up and be effective. Get stuck or ignore the tools and you may get left behind. What really helps is having good problem solvers and 'first adopters' close at hand, helping to sort the good from the bad and smoothing the way.



MARKET RESEARCH

What are the statistics for your area? Who's living close by? Have you decided who you can reach or won't reach? Getting hold of (or actually doing) research is important to the decisions you make about programs and communications.



PRESENTATION SOFTWARE

Presentation software allows the communicator to emphasise, highlight and focus the mind. Nowadays it's almost a prerequisite for ministries to have as part of their communications tool kit. But using it doesn't equate with effective communication.



DRAMA

How much acting do we see each week on television, online or at the movies? We love being a fly on the wall because it brings insight to the drama of real life. As we soak regularly in dramatised conflict, satire, joy, despair and a myriad other emotions and life situations, consider - if you have something to say, then drama can be a great way to communicate.

