**PRACTICUM FOR**

**SUCCESSFUL EVENTS**

*(The following information was inspired by Man In The Mirror)*

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# EVENT PRACTICUM

## **Host Church Team Manual**

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EVENT PRACTICUM 2

**Host Church Team Manual** 2

**What needs to be in place for an event to be moved from “Pending” to “Scheduled”?** 3

**What are the scheduling needs of the District Summit?** 4

**What are the financial obligations of the Host Church?** 4

**What are the facility requirements?** 4

**Is the Host Church Team responsible for registration?** 5

**What marketing does the UMM provide?** 5

**What is the cost of tuition?** 5

**Event Coordinator** 6

**Pre-Event** 6

**Event** 6

**Post-Event** 6

**Promotions Coordinator** 7

**Program Coordinator** 7

**Hospitality Coordinator** 8

**Saturday morning:** 8

**Registration Coordinator** 9

**Resources Coordinator** 9

**Pre-Event** 9

**Event** 10

**Prayer Coordinator** 10

**Pastoral Advisor** 10

**EVENT PRACTICUM COORDINATORS** 12

**What should I do first?**

* **Read** through this manual in its entirety! You may want to **make copies** for potential/existing team members.
* Go over **facility** **requirements** and make sure your venue has the capability to meet them.
* Review the criteria that must be met in order for an event to be considered officially **Scheduled**.
* Begin to build your **host church team**, filling the following positions first:
  + Event Coordinator
  + Promotions Coordinator
  + Program Coordinator
  + Hospitality Coordinator

These roles should be filled within **three to four weeks** of receiving this manual. **Email** the completed form at the end of this document to (Event Coordinator name), (email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

(Phone #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ) If I do not answer please leave a message and I will call you back.

* Have the **Promotions** Coordinator begin to make a list of at least twenty area churches to **personally invite** to attend this leadership training. Team input should be welcomed.
* Familiarize yourself with any **local churches already on board**. Make a personal contact if possible with the leader. Begin to generate interest for additional nearby churches.

## **What needs to be in place for an event to be moved from “Pending” to “Scheduled”?**

To move from “pending” to “scheduled” means that the event moves to our website as being open for registration and we begin our marketing. The following items need to be in place:

* Venue – meeting facility requirements
* Event Coordinator
* Host Church Team
* Interested churches in the area to send teams
* Potential date(s)**\***

## **What are the scheduling needs of the District Summit?**

The event includes approximately 3-½ hours of training, Model review, work time, discussion and consultation. It is held on a Saturday morning.

## **What are the financial obligations of the Host Church?**

The Host Church is responsible for the **venue usage or rental** and any **associated costs, including all facility requirements**.

**Meals and beverages** will be planned and provided by the Host Church, **We provide** the **honorarium** and cover **travel expenses** for our faculty members from the tuition collected, as well as provide all **training materials** and **shipping costs**.

The UMM needs an absolute **minimum of 30 paid men** per event to cover the above costs and our marketing costs.

## **What are the facility requirements?**

The venue is typically a church conference room or fellowship hall, but hotel meeting rooms/conference centers have also been used in the past (at a higher cost to the Host Team). The latter would require discussion and agreement between the Host Team and the UMM. The facility must meet the following criteria:

1. A room that can **comfortably** seat up to **60 men** at **round tables**, or for all attending, allowing each table to be about **¾ full** so that no one has to sit with their back to the speaker
2. A **podium** or stand for speaker’s notes, etc.
3. A **screen** or other suitable place to project PowerPoint that is visible from all seats
4. A **projector**
5. **Internet access**, preferably wireless
6. An adequate **sound system**, including a lapel **microphone** and one wireless handheld microphone, controllable house lighting and audio/video **recording capabilities** (upon request of LTC).
7. An **easel** for Post-it brand **flip-chart easel pad**
8. Two to three rectangular tables. One for registration, one for food/beverages, and one for leadership resources.

## **Is the Host Church Team responsible for registration?**

**NO!** All registration should be done through the online link, or if not possible, either by phone, mail to (Event Coordinator name) listed above. **Refer** any interested men or churches to those outlets. However, any **walk-ups** on the day of the event will be registered by the Register Coordinator and any volunteers in this role. Credit card forms will be provided to take any credit card payments and an envelope will be included for cash/checks collected.

## **What marketing does the UMM provide?**

The UMM uses the following marketing efforts to help build and capture momentum for your event:

* **Letter** from UMM President to District Superintendent and Local Pastors identified
* **Email invitations** from UMM ministry consultants to leaders in our database
* Personal **phone calls** made by our leadership in a phone campaign to area churches, and communications through the District Newsletter/Local Churches on upcoming Men’s opportunities.

The UMM also provides the Host Church team with **promotional packs** that include a letter to the pastor, event flyer, District Summit brochure.

Experience has taught us that the most effective form of marketing, despite new materials and eye-catching designs, is still **personal invitation!** Therefore, use your personal **contacts** to **build relationships**, **stir interest** in the community, **extend sincere invitations** to leaders, and allow God to use your team in a significant way to **disciple men** and impact the Kingdom!

## **What is the cost of tuition?**

Example ONLY – Actual cost depends on current material/travel costs etc.

Host Church: $500 deposit in exchange for four tickets\*

Full Price (<30 days in advance): $159 per man

Early Bird (>30 days in advance): $149 per man

Denominational Partners\* \* $139

Full-time Clergy $139

EMS/LEGACY PARTNERS $99

\*A Host Church receives a deeper discount if they agree to host and schedule both an *Essentials* and *Practicum* event. Hosting both requires a deposit of $1000 and provides the Host Church with five tickets to each training.

\*\*denominational partners include members from UMCs with a **chartered** UMMen Chapter.

At times, we may be able to provide a scholarship to a leader who needs it. This is dependent on current scholarship funding. If you are aware of anyone in your area who may be able to underwrite part of the tuition for the conference, please let your Event Coordinator know.

## **Event Coordinator**

Your **job is integral to the success** of the “*The District Summit.”*  Your responsibilities include, but are not limited to, the following:

### **Pre-Event**

* Be **available** to UMM Consultants and the Training Coordinator, **returning calls** and **responding to emails** promptly; the success of your event is dependent on frequent **communication** with the Leadership Training Center staff.
* Build your Host Church team in a timely manner, **filling all required positions** and communicating their tasks to them clearly; **follow-up** with them frequently, keeping them on task.
* Hold informational and planning **meetings** with your team and other leaders in the community when necessary.
* Work with Event Coordinator to recommend a hotel(s) for out of town attendees.
* Use your relationships with other leaders and pastors to extend **personal invitations** and **promote** the event.

### **Event**

* Review roles and **confirm with every team member** that everything is in place. Continue monitoring for event.
* **Assist UMM** with ground transportation plans if necessary.

### **Post-Event**

* Make sure that registration cards/lists, evaluations, and tuition money of men paying at the door.
* Continue to **pray** for your men!
* Plan on right next step to help all attendees to pursue and grow this ministry. Follow up in a timely basis is critical.

## **Promotions Coordinator**

Your role is to make it as easy as possible for men to attend the event. Your job includes motivating other leaders to attend and bring a team with them from their churches. Your responsibilities include:

* Build a list of no fewer than twenty churches that you would like to be a part of this event. Then follow the following process for each church:
  + **Call** the church and identify the pastor or lay leader in charge of the men’s ministry.
  + **Drop off/email a Promo Pack** (provided by UMM) for that person. If possible, give it to the individual **in person**, show him the information, **personally invite** him to attend, and encourage him to bring a team of leaders.
  + If unable to meet the person face-to-face, **follow up** with a phone call to the leader to make sure that he received the packet and invite him to participate in the event.
  + **Mail or email a Contact Sheet** (provided with promo material) for each church visited back to UMM. We will then follow up with each church for additional questions and registration.

**Each Promo Pack includes a combination of the following:**

* Customized District Summit brochure
* Letter from District UMMen President to the pastor
* Customized Event flyer

**Promo packs are designed to be hand-delivered to a leader or pastor, not mailed to a church.** This kind of personal invitation produces the best results.

It is our prayer that this event will impact thousands of men through one hundred leaders from 30 churches that attend this event. Your assistance as Promotions Coordinator is a **vital component** in this strategy to train leaders to disciple men.

## **Program Coordinator**

Your role is to create the best possible environment for God to work in the hearts of men that attend the event. Your priority is a smooth-running conference. Your responsibilities include:

* Be sure the room has enough space, round tables, and lends itself to the set-up detailed in the **Facility Requirements**. You need to be thoroughly familiar with these requirements. If you are working with a rectangular room, place the faculty member’s back against the middle of the longer wall so more men are seated close. Also, be aware of **entry doors** to avoid those arriving late form entering the front of the room and being a disturbance.
* Be sure you know how to adjust the **lighting and temperature** in the room – we recommend 50% house lights and 100% stage lights for faculty. Adjust accordingly for PowerPoint presentation.
* **Round tables** should have **four-six chairs** at the most so that no man has to sit with his back to the speaker. Have **extra chairs** available.
* If a **projector screen** is not available, please provide a **solid wall** that is free of distracting artwork or objects.
* Arrange for **one cordless, “lapel” microphones** and one **wireless handheld** to be available for the District Summit speaker(s). Have at least two men present who know how to work the sound system.
* If possible, make an audio/video **recording** of the event.
* **Coordinate volunteers** you will need to accomplish your tasks plenty ahead of time, calling them to confirm the week before.
* Provide a **podium/stand** for notes.
* Have a bottle or cup of **water** for the speaker accessible.
* Be sure trash cans are set up by refreshment and food tables.
* Hang proper **signage** so that men know exactly where to go, directing them toward registration.
* **There needs to be internet access** for faculty, preferably wireless. If internet capability is not possible, please call the Training Coordinator.
* Make sure there are **nametags and markers** at the registration table. Your tasks are among the most important. Please be sure you have a **plan in place** to meet these needs several weeks before the event. Thank you ahead of time for your effort and time.

## **Hospitality Coordinator**

As Hospitality Coordinator, you should have a heart to see men discipled and the **gift of service** and hospitality. You will need to be an **able planner** and up to **last-minute challenges**.

A **meal plan should be reviewed** with the Training Coordinator **two weeks prior** to the event. One week prior, the final attendance and times will be confirmed.

**The following meals/refreshments will need to be provided:**

### **Saturday morning:**

**Coffee** should be served throughout the morning along with **juice**. Bagels, pastries, fresh fruit, etc. should be served for breakfast. Sodas and water should also be available throughout the day.

## **Registration Coordinator**

Your role is to make the registration process for each man smooth, fast, and complete. You will speak with UMM Event Coordinator in the **three weeks prior to the event**. Please refer any registration questions to him by either phone or email.

**It is very important for UMM records, as well as for guest satisfaction, that all men are fully and correctly registered, including walk-ups. It is not your responsibility to register men pre-event, but any walk-ups should fill out a blank registration card/page completely and pay in full.**

You will need to recruit volunteers to man the registration table with you. We recommend **one volunteer for every 15 men** registered. You should be set up and ready to go **no later than 8:30 AM.** on Saturday morning.

**It will include all the materials you will need** for registration, including printed and blank cards, envelopes for cash and checks, credit card order forms, a registration kit with a roster, step-by-step directions, and price lists to display. You will also have a table tent and corresponding sign for each volunteer that will list several churches. Display these for the attendees to see easily, as they will register with the volunteer responsible for their specific church.

**Greet every guest warmly**, locating his card as soon as possible. Most importantly, make sure he **completes all missing information**. (If a man does not attend, write “Did Not Attend” large across the card.) direct him fill out a nametag and join a table.

Be sure to **copy the information for your records and send all registration cards** to our UMM, Training Coordinator.

## **Resources Coordinator**

Your role is to **provide access to resources** that will **bless the leaders** in their disciple-making ministries. You will be responsible for running the resource table, collecting all payments, and offering advice of how the resources may be used most effectively. Your responsibilities are:

### **Pre-Event**

* Arrange to have **two long tables** available to display resources. These should be covered with clean **tablecloths** and reserved **exclusively for** resources. Please place these tables in an **easy-access, high-volume area**. Set them away from the wall, so you and your volunteer(s) will have room to **stand behind the books** and DVDs.
* Resource volunteers should be **18 or older**.
* Boxes will arrive to the venue the no earlier than two weeks prior to the event. **Open them immediately and check the contents** versus the packing list. Call MIM if items are missing.
* Set the resources out in an **orderly display** with the corresponding price tents visible. Keep like items together (books, tapes, DVDs, shirts, etc.)

### **Event**

* If a line forms with men waiting to pay for resources, **direct the line away from the front of the table** so that other men may still see the materials.
* Attendees **must use the order forms provided** with the bookstore. There is space for you to mark whether they are paying with cash or check, as well as take their credit card number and expiration date. **It is very important that you mark whether or not their materials need to be shipped post-event.**
* Store the items not used for display **under the tables** so that you may easily access them for sale.
* Have a **calculator handy** for volunteers to easily calculate total costs for each attendee, as well as petty cash to make change with.
* Be sure to charge men who are having their materials shipped post-event **appropriate shipping fees**. See Order Form for details.

## **Prayer Coordinator**

**Prayer must be the foundation of all of our efforts**. Your role is so important to the eternal impact of this event. Your responsibilities include:

* At all Host Church team meetings, take the lead in **collecting prayer requests** from the members, both for their areas of responsibility for the event and for themselves personally. Commit to lifting these requests up to God on a regular basis.
* You may want to **develop a prayer plan** for your community, perhaps compiling prayer requests and sending them out in a weekly prayer email, or e-letter. Be sure to copy any plans or lists to **UMM** so that we may pray for your needs as well.
* Recruit **3-4 volunteers to form a prayer team**, which will commit to praying daily for the Summit and for the men attending.
* On the day of the event, **arrive one hour early** (8:00 AM) with your prayer team to pray for the event, the attendees, the Host Church team, the Summit faculty, and anyone else participating in the event in any capacity.
* After the event, **continue** to be a leader in praying for the leaders in your community who attended the training, as well as their ministries.

## **Pastoral Advisor**

This event is focused on **reaching church leaders and equipping them to disciple men**. Your role, as pastor, is to **provide input, insight, and to help the team recognize the unique needs** and issues pastors face as they seek to support and foster ministries to men in their churches.

We encourage you to **attend as many Host Church team meetings as possible** and **provide encouragement** and support during this planning process. Being involved in this process from the beginning will present you with a clearer overall vision of what this training wants to do to affect the men, marriages, and families in your church and your community.

Using your personal relationships, **recruit pastors** from several churches in your area to endorse the event and encourage their men to attend. On the Saturday morning of the training, be present to **greet the pastors and welcome them**, making yourself available to **discuss** how best to mobilize their men’s leaders to achieve the vision and purpose of their churches.

## **EVENT PRACTICUM COORDINATORS**

City \_\_\_\_\_\_\_\_\_\_\_ Venue \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Write in the following names, phone numbers, and email addresses. Then send to Training Coordinator **within three weeks** of receiving this manual:

**Event Coordinator Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Promotions Coordinator Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Program Coordinator Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Hospitality Coordinator Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Registration Coordinator Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Resources Coordinator Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Prayer Coordinator Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Pastoral Advisor** **Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**