

## Seminar Coordinator

A ministry description for local church leaders

### Introduction

God asks the church to be a community of people sharing a common purpose and fellowship, continually growing in faith and in the knowledge of the Son of God. Paul describes the church as “his body, the fullness of him who filleth every thing in every way” (Eph. 1:22).

God supplies each person in the church with the resources for ministry—scripture, spiritual power, God’s character, and spiritual gifts. A seminar coordinator is equipped for his or her ministry by the gifts received from the Holy Spirit. These spiritual gifts are special abilities given by the Holy Spirit to make their ministry effective and build up the body of Christ.

### Duties of the Seminar Coordinator

The ministry of the seminar coordinator includes the following duties:

1. **Planning.** You will work with the church ministries council or the personal ministries committee to develop an overall plan for seminars over the next year or two. This plan must be based on the identified needs in the congregation and the community, and a sequence of seminars moving from health education to family life, then Bible evangelism.
2. **Teamwork.** Involve a group of people with you in the planning stage. As you begin to think about the needs of your church and community, identify those church members who will be most productive in your seminar team. Rely on practical thinkers, good workers, people with ideas and imagination, and people who are good motivators and organizers. In the group you will need some who have excellent relational skills and can work one-on-one with the non-members who attend the seminars, develop friendships and invite them to church or into Bible studies.
3. **Program management.** Many details must be cared for by the seminar team such as arrangements for a location, obtaining materials and supplies, handling registration, obtaining and setting up equipment and the audio-visuals, and providing for greeters and other amenities at the seminar itself. Registration is a key part of the program because how it is handled and the materials handed out will give first impressions as to the value and warmth of the program. Child care is an important service if you wish to invite young married couples or single parents. It is vital that this all be smooth and friendly.
4. **Publicity.** A marketing approach must be developed for each seminar based on what audience group is targeted and their needs. You must arrange for advertising to be prepared and distributed well in advance, so that people can plan on attending and pre-register by phone. Advertising can be purchased through television and radio stations and newspapers. Posters, bus cards, and other forms of outdoor advertising may also be available. Direct mail is the most cost effective type of advertising. It will be your duty to obtain from the church interest coordinator (or prospect care coordinator) the prospect

list, or help get the list started. This will be the key to advertising success. Mass mailings can also be arranged. And you are responsible for obtaining as much free publicity as possible through the news media and by encouraging church members to use word-of-mouth and distribute handbills among their friends, neighbors, relatives and work associates.

**5. Prayer support.** You will want to organize a network of “prayer warriors” to support the seminar through their intercessory prayer and especially to pray for those non-members in attendance. This may be done in groups or individually.

**6. Friendship evangelism.** A major purpose of seminar outreach is to establish friendships with non-members who attend. Small group discussion needs to be built into the program and church members used as the group leaders to give opportunity for acquaintances to be made. Feedback sheets used throughout the seminar build communication with individuals, and allow you to ask for specific decisions such as “Would you like for one of our staff to visit with you personally about the issues raised in the seminar?” As soon as the seminar is over, the prospect list must be updated and subscriptions to appropriate missionary magazines arranged for all who attended.

### **Resource Materials**

The following resources are recommended for your ministry. You can purchase these by calling AdventSource (800-328-0525), the Adventist Book Center (800-765-6955) or your local Christian bookstore.

Adventist Mission in the 21st Century, ed. by Jon Dybdahl. Subtitled “Presenting Jesus to a Diverse World,” this book asks some serious questions: What have we accomplished? What challenges remain? What are we doing to finish the work? What works and what doesn’t?

Better Health: New Beginnings. A nine-part video series featuring Dr. Hans Diehl’s revolutionary lifestyle guidelines.

Church Advertising, by Steve Dunkin, is a practical book on how to prepare direct mail and other publicity. Contact Seminars Unlimited at 1-800-892-3344 or Health Connections at 1-800-548-8700 for a list of possible seminars.

Dynamic Living (book and workbook), by Hans Diehl and Aileen Ludington. Teaches basic nutritional principles, how to reverse or normalize diseases such as high blood pressure, diabetes, heart disease, and how to manage life for maximum health and well-being. Ideal for group study or seminar.

God’s Plan for Managing Your Money, by Paul S. Damazo. Attendees learn to plan for current and future financial needs. Series includes three videos and workbook.

How to Place Newspaper Ads, by Ann Calkins. A step-by-step guide.

How to Place Radio Ads, by Ann Calkins. A brief overview of how to advertise on the radio.

Radical Disciples for Revolutionary Churches, by Russell Burrill. The author explores what it takes to produce church members who want to be participants, not spectators, and proposes a major change in how to “do evangelism.”

Rekindling a Lost Passion: Recreating a Church Planting Movement, by Russell Burrill. The author supplies the nuts and bolts of planting new churches and issues an urgent call to recapture that same passion for the lost that Christ has.

Revolution in the Church, by Russell Burrill. Believing that both pastors and laity have strayed far from their biblically assigned roles, the author proposes a radical change in how Adventists “do church.”

Revolutionized Church of the 21st Century, by Russell Burrill. Experience the explosive power of a church built on relationships.

Step Fast Lifestyle Series. Everything you need to present a Step Fast Lifestyle Seminar. Includes 12 dynamic 30-minute presentations plus the Step Fast Resource Guide on CD-ROM.

Visit AdventSource On-Line at [www.adventsource.org](http://www.adventsource.org) for a complete list of the latest resources available for local church leaders. You can place an order or request a catalog by calling 1-800-328-0525.

For information about additional resources and answers to your questions call the Adventist Plusline at 1-800-732-7587 or visit them on-line at [www.plusline.org](http://www.plusline.org).