

5 Things You Can Do to Improve Your Marketing Communications Today

Communicating what you do as a ministry is critical, yet many organizations struggle to create effective communication. In this seminar, Keith Ogorek will share five simple principles you can apply to make your communications more impactful as you work to help others know what God has called you to do and how they can participate. So whether you need to keep your constituency better informed, thinking about a capital campaign, and raising support for individuals or communicating a new strategic opportunity, this seminar will give you principles you can apply the moment you go home.

Keith Ogorek, president of the Author Learning Center, brings a unique perspective to communications, having worked simultaneously in ministry and the marketplace for virtually his whole career. Using his previous experience as a marketing and communications professional in bank marketing, at a global ad agency, and at the world's leading self-publishing company, he has worked with a number of ministries to vastly improve their communication and development efforts by crafting a message that is compelling, differentiating, and true. In addition to pursuing excellence in the marketplace, Keith is passionate about men's discipleship and has led multiple men's groups through a two-year discipleship process at his local church. His book *A Clear View*, which addresses how a person's worldview is formed, is now used in select high schools and at a Biblical Institute in Italy. When his schedule allows, Keith speaks at conferences on the topic of marketing communications for ministries, as well as at men's retreats and family camps.

I. Effective communication is the foundation for all relationships

A. Communication is a matter of stewardship

1. Message
2. Media

II. Marketing communication is making and keeping a promise

A. All relationships are sustained based on this interaction

1. Compelling, differentiating and true
2. Features and benefits

III. Intrinsic motivations that drive decisions

A. Solve a problem

B. Reach a goal

C. Achieve an aspiration

IV. Apply the take-away

A. What would be lost if your ministry ceased to exist?

B. Align with your mission and vision

V. Use images and captions

A. Genesis 2:9

B. Do not just describe what I can see

VI. Make your call to action clear

A. What is the one thing you want me to do?

B. Don't be afraid to ask

1. Belief

2. Claim

3. Action