

2019

# HORIZON

Conference

Communication  
Training for  
Parish Teams



## Friday, January 11th

12:30-2:30pm	Conference Check-In
2:30-4:00pm	<b>General Session 1</b> <ul style="list-style-type: none"> <li>• <i>Too Good to Be True: Creating a "Marketing Strategy" for your Parish &amp; Ministries</i></li> <li>• <i>First Rate: The Pursuit of Higher Quality</i></li> </ul>
4:15-5:15pm	Mass
5:15-6:45pm	Dinner
7:00-9:00pm	<b>General Session 2</b> <ul style="list-style-type: none"> <li>• <i>Stepping Out of the Boat: Convincing Your Parishioners to Try Something New</i></li> <li>• <i>Changing Prescriptions: Growing in our Generational Consideration</i></li> <li>• <i>Seeing the Future: What You Need to Know about iGen</i></li> <li>• <i>Say What?: Crafting Your Message for Any Audience</i></li> </ul>

## Saturday, January 12th

9:00-10:00am	<b>General Session 3</b> <ul style="list-style-type: none"> <li>• <i>Feed Me: Best &amp; Worst Social Media Practices for a Parish/Evangelist</i></li> <li>• <i>How Good?: Measuring the Success of Your "New Evangelization"</i></li> </ul> <b>Beginner's Track: Built to Last: Understanding Life Teen &amp; Edge</b>
10:15am-11:15am	<b>Breakout Sessions 1</b> <ol style="list-style-type: none"> <li>1. <i>Mixing Things Up: Reconsidering &amp; Recreating a "Brand" for Your Parish</i></li> <li>2. <i>From Takeoff to Landing: Five Keys to More Impactful Homilies</i></li> <li>3. <i>Click"ware"?: Key Principles to Choosing the Right Technology at Your Parish</i></li> </ol> <b>Beginner's Track: Method to the Madness: Understanding Life &amp; Edge Nights</b>
11:30am-12:30pm	Mass
12:30-2:30pm	Picnic Lunch & Beach Time
2:30-4:00pm	<b>General Session 4</b> <ul style="list-style-type: none"> <li>• <i>Impact Architecture: Designing &amp; Communicating Your Vision</i></li> <li>• <i>Taking the Parish Temperature: Discerning the Warm Bodies</i></li> </ul> <b>Beginner's Track: Draft Day: Core Recruitment &amp; Keys to Core Member Success</b>
4:15-5:15pm	<b>Breakout Sessions 2</b> <ol style="list-style-type: none"> <li>1. <i>Open Door Conversations: Improving IntraStaff Communication</i></li> <li>2. <i>Overnight Success: Practical Steps to Change Your Parish's "Brand"</i></li> <li>3. <i>At the Push of a Button: Finding the Social Media Mix that is Right for You</i></li> </ol> <b>Beginner's Track: Discomfort Zone: Relational Ministry</b>
5:15-6:45pm	Dinner
7:00-9:00pm	<b>General Session 5</b> <ul style="list-style-type: none"> <li>• <i>XLT: Worship, Message, Eucharistic Adoration</i></li> <li>• <i>"Communicating the Love of the Father"</i></li> </ul>

## Sunday, January 13th

8:30-9:30am	<b>Breakout Sessions 3</b> <ol style="list-style-type: none"> <li>1. <i>Whatever it Takes: Communicating Urgency &amp; Accountability to Your Team</i></li> <li>2. <i>And Then Some: Reaching Out to the Disengaged Majority</i></li> <li>3. <i>Expecting the Unexpected: Handling Conflicts &amp; Communicating in Crisis</i></li> </ol> <b>Beginner's Track: But Wait, There's More!: Getting the Most out of your Life Teen/Edge Resources</b>
9:45-10:45am	Sunday Mass
11:15am-12:30pm	<b>General Session 6</b> <ul style="list-style-type: none"> <li>• <i>From Vacation to Vocation: Engaging &amp; Equipping Parents to Become Primary Catechists</i></li> <li>• <i>One Size Does Not Fit All: Communicating in Large and Small Group Dynamics</i></li> </ul>