

PARENT SUMMIT CONFERENCE

welcome

We are looking forward to partnering with you to train parents in your community. This conference has the potential to be a catalytic parent education event for your ministry. Historically, parents have been an overlooked key to change in the life of a student ministry. It's exciting to see you meet this challenge head on with a Parent Summit Conference.

This hosting packet should answer all your questions, help you make the necessary arrangements for your event to be a success, and most importantly, give you ideas of how to get the word out to parents. We were all taught in school that no question is a bad question - so if you have one, please feel free to ask. The conference should be a positive experience not only for parents but also for you as a host. We want to help you to be as prepared and ready as possible.

We are here to serve you and your team. Please feel free to call if you have anything specific you would like us to do for you that we haven't previously discussed. We are eagerly anticipating all that will happen during your event as well as the potential for long-term change among families in your ministry.

Sincerely,



Brian Housman
Executive Director

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promotional schedule

One of our pre-conference goals is to help you promote your event as effectively as possible. The following is a recommended schedule for promoting your event. Your personal schedule will need to be adjusted depending on your exclusion of any these resources.

Check when Done	# of Weeks From Event	Promotional Tool
<input type="checkbox"/>	8	Send us a contact from your local paper and we will send them a press release concerning your event.
<input type="checkbox"/>	6	Place web banners on your website.
<input type="checkbox"/>		Place custom web flyer on your website. (will be sent to you)
<input type="checkbox"/>	5	Send email flyer to parents. (will be emailed to you)
<input type="checkbox"/>	4	Have mailer cards available at the Visitor Center on Sunday morning.
<input type="checkbox"/>		Send personal letter invitation with custom flyer to parents via USPS.
<input type="checkbox"/>	3	Run DVD during announcements or preservice slot at church.
<input type="checkbox"/>	2	Send bulk mail Parent Summit cards* via USPS.
<input type="checkbox"/>		Enclose bulletin insert of custom PDF flyer
<input type="checkbox"/>	1	Send email interview to parents.
<input type="checkbox"/>		Enclose bulletin insert of custom PDF flyer.



*All of these promotional tools are free to you except the mailer cards. These heavyweight UV-coated 6x9 cards are preprinted with a space for you to place a sticker with your conference info. They are available for \$12 per hundred. Please call us to order, 901-830-8813.

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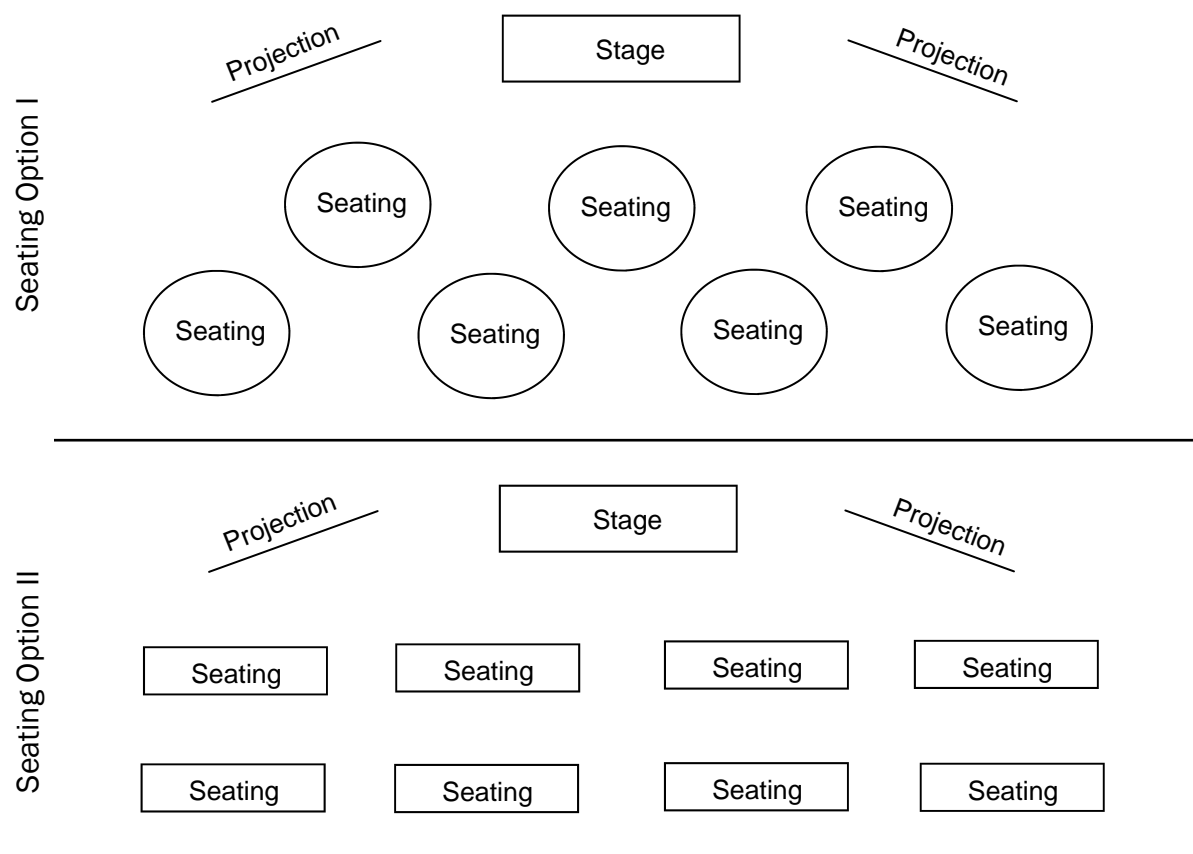

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event environment

Seating

It is important to create a environment conducive for parents to interact and learn during the conference. One of our goals for the conference is for parents to have time to get to know other parents. There are at least six different blocks of time that parents will be discussing questions with one another. We suggest having attendees sit at round tables with no more than six at a table. An acceptable alternative is rows of rectangular tables with four to six per table sitting on same side. See the diagrams below.



Refreshments

Lunch is a great time for parents to interact. We highly recommend having attendees stay on campus for lunch. You can do this by either serving box lunches or having your church prepare a meal.

Also, it is easier for attendees to focus on learning if there are snacks on the table. We suggest a salty and sweet snack in small bowls on the tables with water pitcher and glasses.

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technology requirements

The Parent Summit Conference is driven by its technology content. It is imperative that the proper sound, video, staging, and lighting needs are in place BEFORE your trainer arrives. Any substitute issues should be resolved before the date of the conference.

Sound

- Sound system with at least two speakers able to handle a room your size.
- One cordless lapel or countryman style ear mic.
- Two cordless microphones for participant questions.
- One 1/8" male to 1/4" male audio cable for laptop to sound board sound.
- One direct box.
- One mic cable.

Video

- Video projector (min. 800x600 resolution). If you will have more than 100 in attendance, we suggest a multiple projector setup.
- Video screen.
- VGA cable for laptop to projector (NO SVGA please).
- DVD player hooked to projector.

Staging

- Low stage or riser. No high stages please.
- One stool.
- One simple music stand.
- One small table for laptop.

Lighting

The more control you have over the audience lighting the better. We recommend having moderate lights on the audience for notetaking.

Technicians

You will need at least one person to run the sound, DVD video, and lighting. Because of the heavy DVD and sound issues involved, we recommend two technicians.

Again, please let us know BEFORE the conference date if there will be any changes needed to complete this list.

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event budget

Hosting Fee

The fee to host a conference is \$1200. This covers the administrative costs of our ministry in preparing your event and your trainer costs. The fee is the same for every church or school.

Travel

If distance requires our trainer to fly to your conference site there will be a travel fee of \$325 to cover airline and auto transportation. Awake to Life will make travel reservations.

Lodging

You will need to provide adequate lodging for your trainer. You may either rent a hotel or provide a guest home with private room. Hotel reservations should be made under the name of your trainer. If you need to make the reservations under your organizations name for discount purposes, please be sure to included your trainer's name on the reservation. Reservations should be paid in full before the arrival of your trainer.

Attendee Costs

We recommend you charging a nominal fee for attendees. Free events have a lesser attendance rate than those with a fee. When you charge attendees a small fee there is a perceived value to the event as well as a commitment from their end.

The fee for attendees is determined by the host site. This fee can be used by the host to help offset the costs to his/her ministry budget. Most groups charge between \$10 and \$20 per person.

Three factors to consider in setting your attendee fee.

1. It is **HIGHLY recommended** that each attendee be required to purchase the conference journal. This gives them a place to take notes and is full of resources and projects for after the conference. PS Journals are \$5 each.
2. If you are having a one day schedule it works best to serve a boxed or prepared lunch on campus. The schedule is tight and it is easier to restart the afternoon if everyone is together. Estimate \$5 per person for lunch.
3. If you are sending out mailer cards you will have postage costs. To save you cost, be sure to use bulk mail if sending more than 200 cards. If you are using our preprinted cards they are available for \$12 per 100.

We recommend an attendee fee that will at least cover the cost of the three items above. Again, the attendee fee is not supposed to cover all the costs of the conference but help to offset them. You can also ask for donations after the conference to help cover the hosting fee. This works well. After a day in which parents have been greatly impacted they want to help you even more and this is one way they can.

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production schedule

TIME CUE	ELEMENT	STAGE / NOTES	AUDIO	LIGHTING	VIDEO
8:30-9:00 AM	CHECK IN BEGINS:	---	Mixer CD	FULL ROOM	Title Slide #1
8:55 AM	5 MINUTE COUNTDOWN BEGINS	---	---	---	Run 5 Min. Countdown
9:00 AM	Emcee: Introduce speaker	Emcee take stage	Brian headset	FULL STAGE FULL ROOM	Slide #
9:01 AM	SESSION 1 – Culture Shock	Brian take stage Laptop on stage	Brian headset Audience Handheld	FULL STAGE HALF HOUSE	Intro Video: Jimmy Neutron
11:30- 12:15	Host: Resource plug DISMISS FOR LUNCH	Emcee take stage	Emcee mic House Music	---	Slide #
12:10 AM	5 MINUTE COUNTDOWN	---	---	---	Run 5 Min. countdown
12:15 AM	SESSION 2- Touching Your Teen’s Heart	Brian take stage Laptop on stage	Brian headset Audience Handheld	FULL STAGE HALF HOUSE	Intro Video: The Little Mermaid
2:10-2:15 PM	5 MINUTE STRETCH BREAK	---	House Music	FULL ROOM	Announcements
2:20-3:20	SESSION 3 – Spiritually Mentoring Teens	Brian take stage Laptop on stage	Brian headset	FULL STAGE HALF HOUSE	Intro Video: Cinderella Man
3:20-3:30	Emcee: Announcements/Resource plug/ prayer	Emcee take stage	Emcee mic Mixer CD	---	---
3:30	DISMISS		House Music	FULL HOUSE	

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