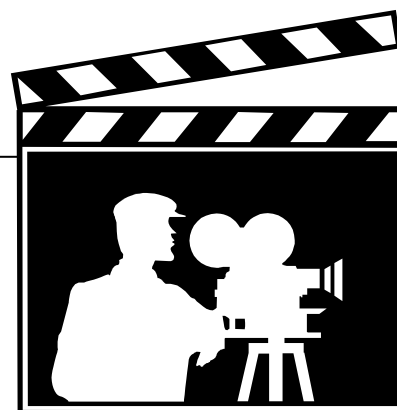




Director's Handbook

The Director's Handbook is a detailed account of all activities for your event planning.



SMALL CHURCH AND SD EDITION

Developed by Walk Thru the Bible Seminars

4201 North Peachtree Road

Atlanta, GA 30341

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(If you are hosting a Kids in the Book Seminar, a separate Director's Handbook is sent to you.)

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***It is important that you refer to your Attendance Building folder sent to you electronically with this Handbook. You will have letters, ideas, registration form, CEU registration request card, and many other pieces of important information.**

Timeline of All Responsibilities

Start Date	Responsibility	Responsibility	Responsibility
15 weeks Out	Begin recruiting your chairpersons.	Review this entire Director's Handbook. Be very familiar with the Attendance Building packet.	Order posters and brochures. Distribute sections of the Handbook to each Chairperson.
12 Weeks Out	Meet with your chairpersons - hand out /review responsibilities; set budgets, etc.	Decide how much to charge for admission - early, late, walk-in registrations.	Put the Seminar date on church calendar. Brief announcement, promo DVD from the pulpit.
11 Weeks Out	Decide which area churches you will invite. Follow the promotional plan in the Handbook for inviting them.	Send letters to Sunday School /Community, and other Leaders informing them of the event and asking them to support promotion at their site.	Typeset information on the brochures, create your registration form, and visit local bookstores and other businesses that will support your event.
10 weeks	Put up posters, decorate bulletin boards, place signs at church entrances, lapel buttons for chair people to wear as advertisement.	Begin teasers in church bulletins, newsletters. Local newspaper Ad. Review, again, your Attendance Building Packet.	Plan another meeting with all committee chair people and teams. Use SAMPLE #2 in Handbook for quotes.
8 Weeks **Call Instructor about travel and lodging plans. **	Make childcare plans, and begin recruiting workers.	Promote Event with handbills to all ministry /out reach areas; nursery, kindergarten programs, mothers morning out, church visitation, etc.	Teacher / Helpers (T/H) need to be assigned if you are having a Kids Event. See pages 2-4 of the Kids Handbook for more information about T/H.
6 Weeks	Registration tables go up. See Handbook for directions.	Pastor and To-Head-of-Household Letters. Put information in other church mailings.	Skits from Handbook for Sunday. DVD Promotion of Seminar.
4 Weeks ** Call your Instructor - discuss facility set-up **	Plan refreshment menu, facilities for the instructor use, and church facilities. See Support Services.	Contact Instructor and determine all travel arrangements. Meet again with your chair people. Play DVD in Adult classes on Sundays.	Pulpit announcements from the Senior Pastor. Brochures in bulletins. Skits. Personal testimony from someone who has attended a WTB seminar.
3 Weeks	Recruit Ministry Table helpers. Day of Seminar Event Packet arrives to you.	MAJOR push from pulpit for early registration - SHOW Promotional DVD/Video.	Newspaper, radio, TV ads Class room announcements and registration forms handed out.
2 Weeks		MAJOR push from pulpit for registration by Senior Leadership.	Final preparation meeting with chair people.

Start Date	Responsibility	Responsibility	Responsibility
1 Week ** Call instructor.	Brochures in the church bulletin.	All volunteers are recruited and well advised of their responsibilities.	
	Refreshment/lunch helpers.	Teacher / Helpers	
Day Before	Setup Instructor facilities and test sound equipment, PowerPoint, and lighting.	Set up registration tables for walk-ins and pre-registration.	Stuff workbooks with Evaluation Form, Devotional Sub. Card, any other items asked by WTB for your event.
	Setup Ministry Table for sample magazines, and product display. Please discuss with your Instructor	Setup Refreshment Tables and Ministry Product Table in the same room.	Teacher/Helpers have tools ready to help with Kids event.
Day of Seminar	Check Sound equipment, PowerPoint etc one more time.	Locate and have ready your Event Packet previously mailed to you for use after the event.	

Kids in the Book Seminar* A separate Director's Handbook is e-mailed to you. This is just a "quick look" at the time line required.

Date	Kids In The Book Seminar	
8 Weeks	Set up Special registration areas for the "Kids" Balloons, LIVE Bible Characters, Coloring contest. FUN activities.	
4 Weeks	IT IS REQUIRED THAT THERE BE One Teacher -Helper for every 8-10 children third - fifth grade age. One Teacher Helper for every 5 children for First and Second Grade. NO PRE-SCHOOLERS	
	Good sound area - not a GYM setting. Nice large area for activity and one that will accommodate the size of your registration.	
2 Weeks	Large Group Area Setup (with Instructor) Approx 35-45 Min. each During this time the "Kids" will learn the time line of the OT or NT Seminar Overhead projector and Screen.	
	Break Out area in groups of 8-10 Tables need to be set up. Approx. 15-20 Min. each. During this time, the "Kids" will work in the course workbook with their Teacher Helper.	
	Writing and coloring materials are needed at each table for the workbook activities. Planned activities other than the workbook activities are advised for early arrivals and those who finish first.	
1 Week	Lunch arrangements (you may want to keep the children in their own area for lunch)	
	The same facility setup is required for your Kids In the Book Instructor as listed above for your other Instructors. See Room Facilitation above.	

Seminar Director

Your responsibilities At A Glance

- Become very familiar with this **Director's Handbook**, the Time Line suggestions, and the Attendance Building packet.
- Work with your Walk Thru the Bible Seminar INSTRUCTOR throughout the seminar planning process by phone and e-mail.
- Secure all **shipments** of promotional materials and day of seminar materials.
- Recruit and oversee **committee chairs**.
- Show **Promotional DVD** to Committees and brainstorm ideas.
- Work with the **Attendance Building** Chairperson to make sure the seminar is promoted creatively and in a timely and consistent manner.
- Oversee / arrange **pre-registration tables** 4-6 weeks before the seminar with the Attendance Building Chairperson. Several locations.
- Arrange lunches/and or snacks.
- Recruit childcare workers.
- Contact your seminar instructor(s) and help with the selection of their hotel accommodations and if they need to be picked up at the airport. Our instructors usually make their own reservations. It is important that safety be a major part of your recommendation to the instructor(s). Some areas in any city are safer than other areas. Our women instructors may travel alone; so the Motel/Hotel room must be located with a safe entrance and exit from the room and parking lot and well lighted and in a safe part of town. Even if you are having a one-day seminar, if our instructor(s) are driving to the event – they may stay overnight in a hotel for rest before the event.
- Please meet and be the Host for the “day of the event” to the Instructor.
- Secure **Instructor's equipment**; sound support, and electrical setup, PowerPoint capability if required and large screen(s)

Seminar Worksheet

(Pass copies of this worksheet out at your first meeting)

One-man teams are not effective! Walk Thru the Bible recommends that you recruit one or more helpers to assist you with the following: Kids in the Book Coordinator/Chairperson (This Chairperson needs to attend every meeting as well). Also be sure he/she has the Kids in the Book Director Handbook.

Name

Phone /E-mail

Prayer Chairperson

Name

Phone / E-mail

Attendance Building Chairperson

Name

Phone / E-mail

Registration Chairperson

Name

Phone / E-mail

Facilities Chairperson

Name

Phone / E-mail

Food Services Chairperson

Name

Phone / E-mail

Childcare Chairperson

Name

Phone / E-mail

Hospitality Host

Name

Phone / E-mail

Director's Checklist (include additional ideas from your meetings)

15-12 Weeks Before the Seminar: **Date:**

- Director's Handbooks and Clipart has been emailed to you. If you are having a Kids In The Book event, you received the Kids Director's Handbook and Clipart.
- Bulletin Inserts and posters have been shipped to you by your INSTRUCTOR.
- Recruit chairpersons and plan a meeting, hand out their responsibilities, brainstorm, and set budgets.
- Place your seminar date and schedule on church calendar. We suggest no other prominent events be on the calendar at the same time.

12-8 Weeks Before the Seminar: **Date:**

- Childcare – Check on the chairperson and help with recruiting workers for the day of the seminar.
- Food Services – Check on planned menu and the recruiting of workers for the day of the seminar.

- Registration – Check on chairperson and decide how you want to take registrations and begin recruiting workers.
- Show Promotion DVD/VHS to Congregation.

8 Weeks Before the Seminar:

Date:

- You should have your Seminar Instructor's picture and biographical sketch. Contact your instructor for travel information and assist with hotel accommodations.
- Ask your instructor about what kind of equipment he/she will need to conduct the seminar. SEE FACILITIES INFORMATION IN YOUR HANDBOOK.

6 Weeks Before the Seminar:

Date:

- Attendance Building strategy and strong appeals throughout the church and community. Review all ideas for Direct Mail emphasis, Ads, Bookstores, etc.
- Facilities – make sure you have everything that the instructor needs to teach.
- Instructor – Travel plans and agenda, hotel accommodations have been arranged by either the instructor or yourself. As per your contract you will be responsible for Door-to-Door Ground Travel, Airfare and Hotel/Meals. Terms are stated on your contract.
- Major promotional push should begin in the church and community.

4 Weeks Before the Seminar:

Date:

- Be sure you have all the tables and other equipment you will need for the day of the seminar. Borrow or rent if you are missing anything from the Facilities list (found later on in this chapter.)
- Call Instructor(s) for facility set-up and find out about any special needs.
- Talk with the instructor one last time about his arrival and meeting him when he arrives at the church. Pray with your instructor about the event.
- Optional: a list of local fast food spots or quick restaurants for lunch break.

MONDAY Before Seminar

Date

- Place an order for additional seminar workbooks if needed

Day before Seminar

Date

- Facilities – set up the equipment the instructor will need to teach. Be sure the sun does not reflect on the screen during the course of the seminar.
- Facilities – set up tables for good service and Walk Thru the Bible Ministry Tables
- Facilities – set up tables for registration. Pre-registered and walk-ins
- IMPORTANT: put up signs directing attendees to the restrooms, childcare and food areas and ministry table.

Day of Seminar

Date

- Lighting and sound check with the instructor
- Introduce the instructor using the biographical sketch that was e-mailed to you.
- All committee workers not busy can help greet attendees

Registration

Money should always be taken at the time of registration.

Registrations are typically processed by database support using the information from your registration forms. Below is our suggestion but you choose what best suits your needs.

Database (optional)

Using the database method, your registration workers/church staff will take the registrants information and enter the information you need for the day of the seminar. This information would come from either a printed brochure insert or a registration form (a sample was included in the Director's Handbook) or you design one for the purpose of gaining the information you need. Each registrant should fill out and turn in a form with their payment. This information is entered into a central database/spreadsheets for the sole purpose of registration; both for Adult and Kids in the Book (if applicable), childcare, food services, and Day of Seminar registration tables, set-up for workbook "stuffing", and if you like, money received for tuition. On the seminar day, all attendees get their name checked off the list from the database print out. The spreadsheet could provide a column for their name to be checked off. The same list could be used at lunchtime if you are providing a lunch on site. As you see, this is a detailed report, which covers all information to be used for childcare, registration to the seminar/"stuffed" workbook distribution at registration tables, food services, and other information.

Registration Checklist (review Time Line chart on pages 3 and 4; also the Director's Checklist on pages 6 and 7 of the Director's Handbook. Ask for copies from your church Seminar Director if you do not have them.

12-8 Weeks Before Seminar

- Decide how you will keep track of registration information (suggestion stated above).
- Recruit the helpers that you need.
- Registration tables should be set up in a highly visible spot along major traffic ebb. Select several areas around the church, especially at main entrances.

4 Weeks Before Seminar – Seminar Day

- Registration tables are open.
- Workbooks are stuffed and ready to be handed out.
- Check roster of names and if you used the database method, distribute the list to your committees for childcare, food services and registration so that workbooks can be "stuffed" prior to the seminar.

Facilities

Instructor Equipment

It is important that you talk to your instructor at least 6 weeks before your event so that you can be sure you have everything in working order for the day of the seminar.

INSTRUCTOR'S CHOICE of these set ups. You must ask which will be used.

- ***Overhead projector and spare bulb**
- **10' X 10' Screen**
- **Wireless microphone**
- **6' Table or Podium - Please ask your instructor**

OR

***PowerPoint (replaces overhead projector)**

- Computer and computer projector
- Computer/laptop needs to be placed on the stage with the instructor, so that the instructor can control the program from the pulpit or podium area. This may require a long RGB cable from the projector to the computer.
- Instructor will provide the CD with the PowerPoint presentation on it.

- The computer must use a Windows 98 operating system or newer and have Microsoft PowerPoint installed on it.
- Some instructors may bring their own laptop with them. If so, they will coordinate with you their needs.

RENTALS

If you do not have a screen or projector available, borrow or rent it from another church, school, or organization. Walk Thru the Bible will allow you to rent one of these items as a last resort and will reimburse you for the cost up to \$50.00 with a receipt. You must get pre-authorization of all rentals from the Operations/Event Coordinator at Walk Thru the Bible (800-868-9882 x 203).

OTHER FACILITY NEEDS

Food Services – Tables to serve snacks/refreshments. If lunch is provided, you will also need tables and chairs for attendees to eat.

Food Services – table covering and decorations.

Registration Tables – use several tables to spread out traffic flow. Set up tables by alphabet (A-G, etc.) Remember to have an area for walk-ins and payments.

Ministry Table – Walk Thru the Bible will be sending some products for you to sell, FREE sample magazines and some information flyers for the Ministry Table.

***Suggestion:** create signs directing attendees to the different areas. Your visitors will appreciate this!*

Food Services and Facilities Setup

You may have as much or as little food service at your seminar as will fit your budget. Most seminar hosts will charge one or two dollars extra in the admission price and provide some light snacks. Many seminar hosts that have an all day event will also provide a lunch and include the cost of the meal in registration price.

Snacks at Breaks

Every seminar will have at least two breaks. If you are unsure when your break times are, call your Instructor.

Some snack suggestions are:

- Coffee, tea, or juice
- Cookies, brownies
- Donuts
- Fresh Fruit
- Cheese and crackers
- Party Mix

You will find some good cooks in the church that will donate a cake or cookies for refreshments.☺

Lunch

Some typical lunches:

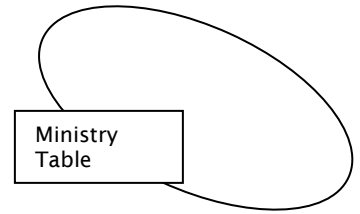
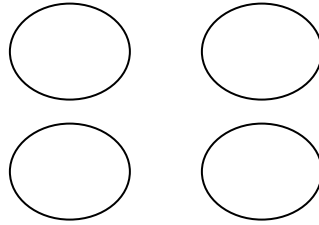
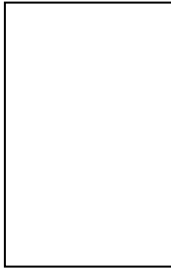
- Pizza
- Potluck
- Sub sandwiches
- Chick-Fil-A
- Attendees bring their own brown-bag lunch and you provide drinks
- Lunch break to local fast food restaurants. Consider the day and time of day you will be sending your people out.

Remember you can add a map of local fast food restaurants for those who would rather eat out or you choose to dismiss your crowd for an hour's lunch. We suggest that you give your attendees an hour and half to get back to the church.

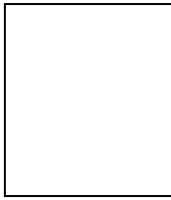
Suggested Room Setup for Food Services and Ministry Table

If you have a large registration/attendance, you may need to double the food and drink tables and even use second room setup.

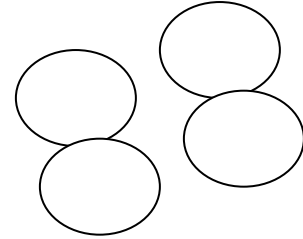
Food Table



Drink Table



Eating Area



Childcare

Walk Thru the Bible recommends providing childcare if at all possible. It allows a greater number of people to attend the seminar.

- Decide on the number of children who can be adequately handled. Will you require an age limit such as; children must be one year old or older?
- Would you prefer to have parents make reservations when they register for the seminar?
- Keep in mind that if outside promotion is successful, you may have some children from families that do not attend your church.
- If you are hosting Kids in the Book seminar, **children under the first grade are not part of the seminar**. You would need to include this information in your plans.

Room setup

Plan and provide entertainment. Turn your room(s) into theme rooms, such as

- Lego Room
- Video/DVD Room
- Craft Room
- Bible Adventure Room, dress up like Bible characters for the morning and let people guess who they are by giving them "hand signs".

Rotate the children through the rooms every 30 minutes to hour.

- Snack Room

Prayer Chairperson

Blessings to YOU as you take on the most crucial responsibility of any plan for the seminar. You will be receiving a prayer card from the Walk Thru the Bible's Seminar staff. We consider ourselves as part of your team.

- Pray for a specific attendance goal. Most people who attend a Walk Thru the Bible seminar will make a life-changing decision about some aspect of their Christian walk. With a potential impact like that, it should be your goal that all members of your organization be present at the event.
- Pray for fertile hearts, and that the seed of understanding God's precious Word will be planted deeply.
- Pray for the commitments that will be made as a result of the planting.
- Pray that the commitments will take root and last a lifetime.
- Pray for good planning and execution of all details of the seminar. Allocate to each prayer team member a committee chair and hold him or her accountable for knowing and praying for that person's responsibilities and needs.
- Pray for your instructor and his/her family. Pray for strength, health, clarity of presentation, and God's empowering for the day. Pray for a safe trip to and home from the seminar.
- Pray for people outside your church. Pray for the promotional efforts to reach many of the unsaved or discouraged.
- Pray that they will be lead to attend the seminar and that they will be drawn to Jesus Christ and into the fellowship of His church.
- Pray that the weather conditions will be conducive to seminar attendance.
- Choose selective scripture for your prayer time. Read/recite those scriptures each time you pray and claim them for your event.
- List more:

Attendance Building - AT A GLANCE

- Obtain a copy of the Attendance Building Packet that was sent to the church electronically at the same time as the Director's Handbook. This packet has many suggestions for building attendance, skits and registration ideas. If you cannot locate this file, contact us immediately.
- You will build an attendance building strategy for the church and community.
- Remain dedicated to the success of the seminar.
- Plan enough time to make sure the seminar is promoted creatively and in a timely and consistent manner.
- Work with your Instructor about any attendance building questions and needs for the seminar.
- Work with area pastors to encourage them to promote the seminar in their churches. (Restricted to churches with attendance fewer than 300)
- Work with area media sources (newspaper, radio, etc) to promote the seminar in the community.