

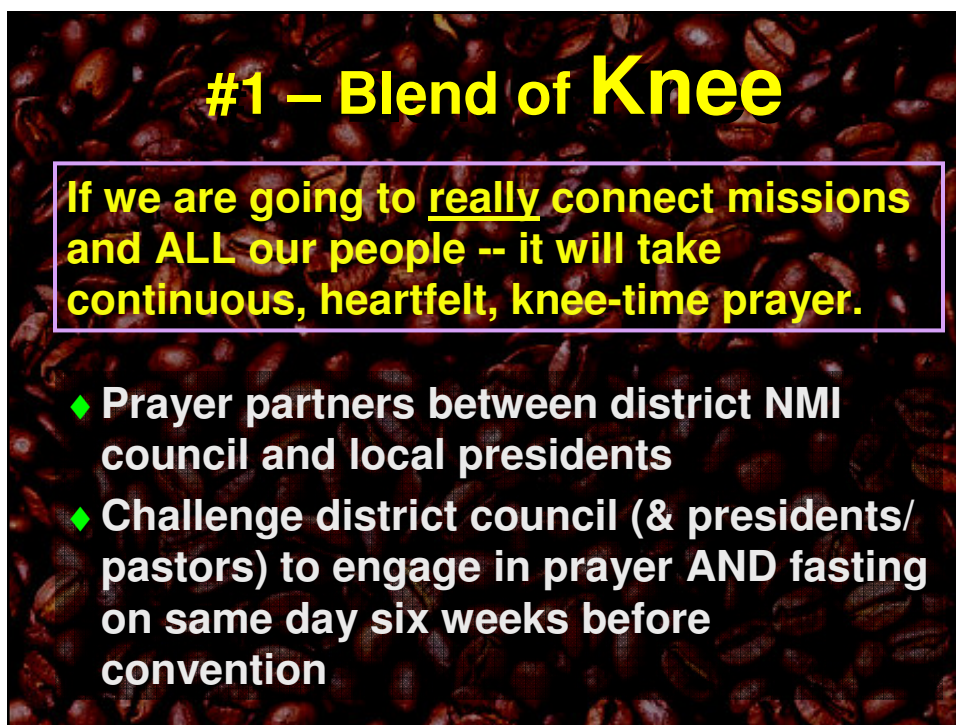




Moore's 21 Perfect Blends

To Make Your Convention a
"Have-to-be-there" Event

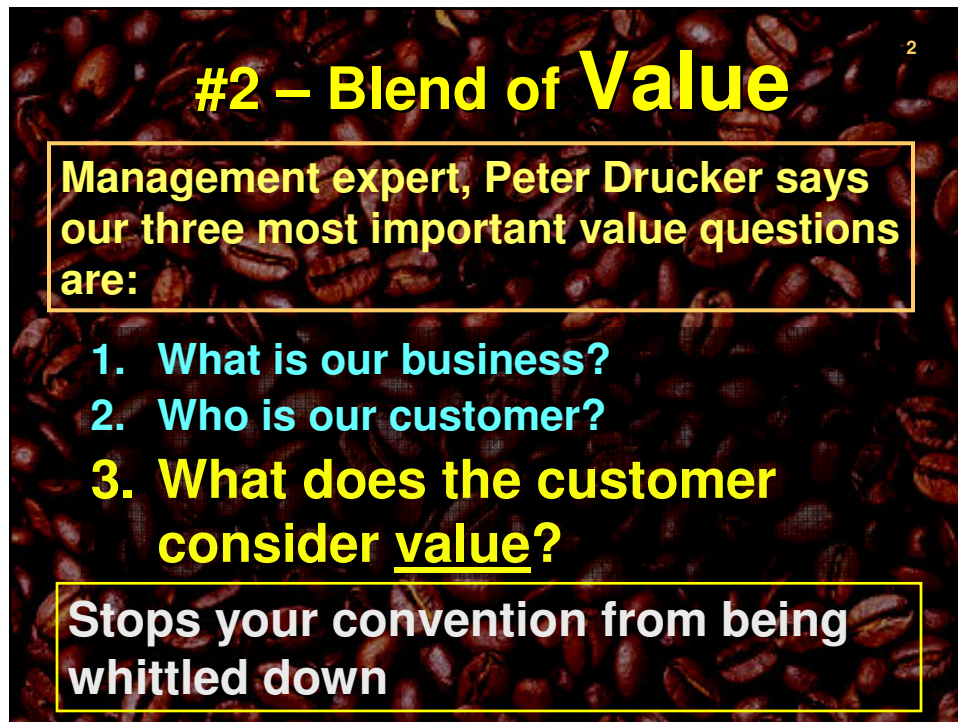
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#1 – Blend of Knee

If we are going to really connect missions and ALL our people -- it will take continuous, heartfelt, knee-time prayer.

- ◆ Prayer partners between district NMI council and local presidents
- ◆ Challenge district council (& presidents/pastors) to engage in prayer AND fasting on same day six weeks before convention



#2 – Blend of Value ²

Management expert, Peter Drucker says our three most important value questions are:

1. What is our business?
2. Who is our customer?
3. What does the customer consider value?

Stops your convention from being whittled down



#2 – Blend of Value

- ◆ Look at your convention from the view of a delegate & visitor
- ◆ Survey your convention yearly
(Handout)
- ◆ Get input from your NYI leadership
- ◆ Video tape and review convention
 - Have Convention photographer (still & video)
- ◆ Leave no group behind



#3 – Blend of Box-Not

- ◆ Challenge yourself/leadership to look, plan, think beyond the typical convention BOX – **Think different!**
- ◆ Work hard to stay out of the convention rut
- ◆ **Caution:** Don't rush to throw-out traditions that connect & work

#4 – Blend of Speaker

- ◆ Finding the right Mission “Speaker” for convention is paramount for a “Have-to-be-there” event
- ◆ Network with other district leaders, missionaries, churches about which speakers really *CONNECT* with audiences
- ◆ Must schedule 2, 3 and 4 years in advance

#5 – Blend of Full Throttle

- ◆ Go “All Out” for each convention
- ◆ Use your best ideas NOW (new best ideas will come next year)
- ◆ Everywhere you go, everything you do & read -- look for new ideas for use in your **convention** (Super Bowl Half-Time, Olympics, Plays, Radio Music, Home Depot, Toy Store, Disney World, Vacations, Internet, *Oriental Trading, Christianity Today, Newsweek -- BIBLE*)
- ◆ Create **Idea file** on paper or computer
- ◆ Take 3x5 cards/note pad everywhere

#6 – Blend of Organization ⁵

A highly motivated, competent group almost always produces a better product (convention) than one person working & planning alone

- ◆ Use a Convention Planning Committee – composed of council, creative people, doers, host church reps, youth, language groups
- ◆ Presidents – look for opposite styles

#6 – Blend of Organization

- ◆ Consider designated Convention Coordinator/Manager
- ◆ Consider using a “minute-by-minute” detail of entire convention/program - but don’t be slave to exact timing (Handout)
- ◆ Provide written instructions for everyone involved in convention (i.e., music director, sound, lighting, speaker, ushers, council, pages, etc.) (Handout)

#6 – Blend of Organization

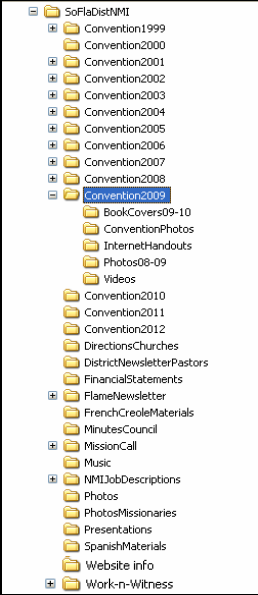
- ◆ Maintain a running “TO DO” list
 - Update daily
 - Use strike through – to view accomplishments
- ◆ Consider 3-ring binder for records
- ◆ Keep computer filing system organized
- ◆ Strike a balance between humor and serious business
- ◆ Seeking forgiveness is often easier than seeking permission (use judiciously)
- ◆ Organize a clean-up crew

#6 – Blend of Organization

- ◆ Consider having a Convention “Mission Project”
 - Ideas
 - Bicycles for Haiti container
 - Clothing for hurricane ravaged Dom.Republic
 - School supplies for Dom. Republic VBS
 - Medicines to accompany Ukraine W&W Team
 - Fam-Paks for Mozambique (NCM)
 - Canned goods for local food pantry
 - Mission Reading Books for Caribbean
 - Solicit/Do Crisis Care Kits (don't forget the money)
 - Hands on – people enjoy
 - Must be planned and promoted WELL
 - Provide video updates on progress

#6 – Blend of Organization

Dennis Moore
“District NMI”
Computer
Directories



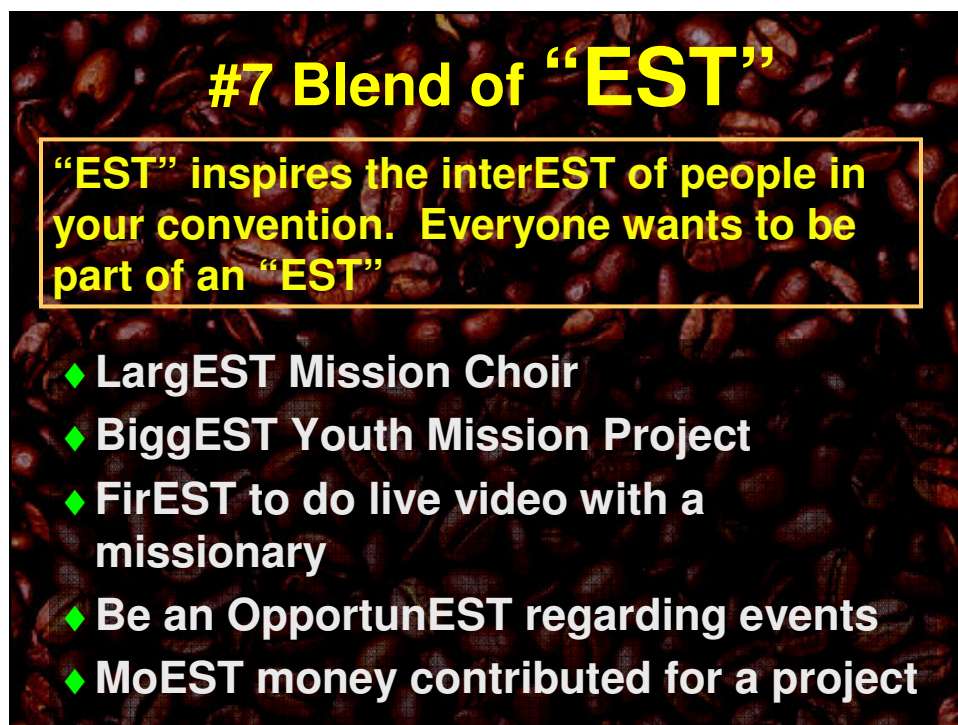
- SoFlaDistNMI
 - Convention1999
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 - Convention2006
 - Convention2007
 - Convention2008
 - Convention2009
 - BookCovers09-10
 - ConventionPhotos
 - InternetHandouts
 - Photos08-09
 - Videos
 - Convention2010
 - Convention2011
 - Convention2012
 - DirectionsChurches
 - DistrictNewsletterPastors
 - FinancialStatements
 - FlameNewsletter
 - FrenchCreoleMaterials
 - MinutesCouncil
 - MissionCall
 - Music
 - NMIJobDescriptions
 - Photos
 - PhotosMissionaries
 - Presentations
 - SpanishMaterials
 - Website info
 - Work-n-Witness



#7 Blend of “EST” 2

The sound of “EST” turns me on for a mission convention. Always be on the lookout for an “EST”!

- ◆ LargEST
- ◆ BiggEST
- ◆ FirEST
- ◆ OpportunEST (in a positive way)
- ◆ MoEST



#7 Blend of “EST”

“EST” inspires the interEST of people in your convention. Everyone wants to be part of an “EST”

- ◆ LargEST Mission Choir
- ◆ BiggEST Youth Mission Project
- ◆ FirEST to do live video with a missionary
- ◆ Be an OpportunEST regarding events
- ◆ MoEST money contributed for a project

#8 Blend of Theme 8

A thoughtful, challenging theme (and slogan) brings cohesion, focus and attractiveness to your convention

- ◆ Biblical (but no more bath robes)
- ◆ Visual – with action word
- ◆ Strong musical element
- ◆ Consider give-away/artifact
- ◆ Everything WELL rehearsed

See handout listing So. Fla. Convention themes

#8 Blend of Theme



- ◆ Consider décor/ambiance
 - Communicates to audience how engaging convention will be
 - Consider outdoor decorations/banners
 - Work to have some unbelievably big centrally focused décor when audience enters room (refer to Rule # 3)
 - Consider having council, greeters, ushers, children/teens in uniforms or costumes
 - Always take advantage of foyer/lobby

#9 Blend of Surprise

Closely inter-related to the Theme Rule -- is the need for SURPRISE elements throughout convention (especially in theme presentation)

- ◆ Work to get people to say, “I’ve GOT to be at Convention – to see what happens next.”
- ◆ You DO want pleasant, reinforcing surprises
- ◆ You DON’T want “Oh No” tacky surprises

#10 Blend of Haldor

Haldor Lillenas wrote 4,000 hymns. Conventions can’t get enough GOOD, quality, moving mission music.

- ◆ Key: strong, talented, creative leader (deal w/ **Contemporary** vs. **traditional**)
- ◆ **Specials**: groups over soloists
- ◆ Always search for talent (a way to involve smaller or non-Anglo churches)
- ◆ Involve children/teens
- ◆ Consider an orchestra (or rent one)



#11 Blend of Communication ²

How we Communicate with delegates/ attendees sets tone for convention and determines attitudes toward future conventions.

- ◆ **Delegate packet** (direct communication) Handout
 - Welcome letter
 - Brief bio of council candidates
 - World Evangelism Charts (5 years/each church)
 - 10% Specials (5 years/each church)
 - Convention Evaluation
 - Other promotional items
- ◆ **Church packet** – Just moved to Internet



#11 Blend of Communication ²

- ◆ Provide personalized/attractive pre-printed name badges (with special recognition of pastors/ presidents & “first timers”)
- ◆ Consider giving token appreciation gifts – Pastors & Presidents
- ◆ Express appreciation publicly
- ◆ Attractive printing/copying
- ◆ Goal: **YOU are really special for coming and participating in convention**

#12 – Blend of Gutenberg

- ◆ Have your program printed commercially in **color**
- ◆ Use creative graphics and layout.
- ◆ Use printed program as road map for convention
- ◆ Use program to inform and promote missions
- ◆ Use program for recognition

#13 Blend of GenNEXT ²

- ◆ Conduct an intertwining appealing simul-convention program for children
 - Use your best children’s workers
 - Use the “mystique” of missions as an attractor – “Be part of our Children’s *Mission Expedition*”
 - Involve missionary with children
 - Combine indoor and outdoor activities
 - Have children give presentation to Convention

#13 Blend of GenNEXT

- ◆ **Involve your teens**
 - Consider conducting NMI and NYI Conventions simultaneously with intertwining involvement
 - Consider involvement of youth in evening service (i.e., flags, drama, music, dance). Place focus on youth (consider post-evening service youth activity)
 - Consider a youth work mission project during regular convention (provide video or first hand reports)

#14 Blend of Promotion ²

Most do not promote conventions sufficiently to invite, entice and excite people to want to be there

- ◆ **Begin months in advance**
- ◆ **Reach church leadership – but go beyond local presidents/pastors**
- ◆ **All correspondence/newsletters “hype” convention**
- ◆ **Copy secular media on “hype type”**

#14 Blend of Promotion

- ◆ Use unconventional methods – website, e-mail broadcasting, give-aways (pencils, magnets, key chains). Refer to Rule #3 (Box-Not)
- ◆ Have a presence at all district events. Ask for time to promote convention, use a display, talk it up!
- ◆ In newsletters use words to describe the incredible experience at upcoming convention. Use “EST”

#15 Blend of Excitement

Closely related to Promotion Rule – be an army of one to spread convention excitement everywhere!

- ◆ President & Council should be oozing, dripping with convention excitement (Advantage to large council)
- ◆ It's gotta be better than “Great” – describe the unbelievable sites, smells and emotions of that phenomenal international event

#16 Blend of Multiplication

For every one person you can involve in presenting the program/convention – there will be 3-7 who who will be influenced to come see him/her.

- ◆ Children, CHILDREN, **CHILDREN!**
 - Bell Choir, short musical, costumes
 - Simultaneous children’s program
- ◆ Teens: choir, flags, drama, project
- ◆ Adult musical groups
- ◆ Work & Witness Teams



#17 Blend of Reporting ²

Report of the President/Council not only provides accountability -- but establishes a mission vision for the future. If people have a vision – they will become involved.

- ◆ My personality is that I treat this pretty seriously (stock holder’s report)
- ◆ Use PowerPoint (Media Shout) – numerous graphics and photos (Visual Generations)

#17 Blend of Reporting

- ◆ I take a camera (digital – sometimes video) to every district function
- ◆ Recognize council – use their photos (often doing something related to theme)
- ◆ Goal: Half on accomplishments, half on forward vision/goals
- ◆ Try for a “surprise” element
- ◆ Simultaneous Spanish/Creole translation

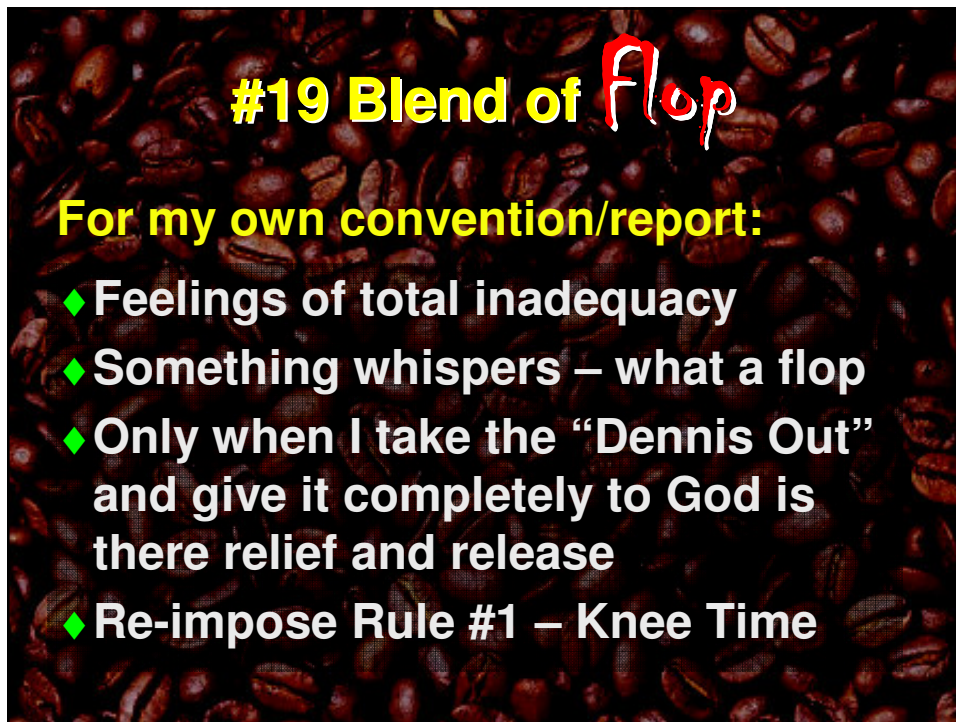
#18 Blend of Emmy

Give credit and recognition for accomplishments. Make it special! Many dividends received.



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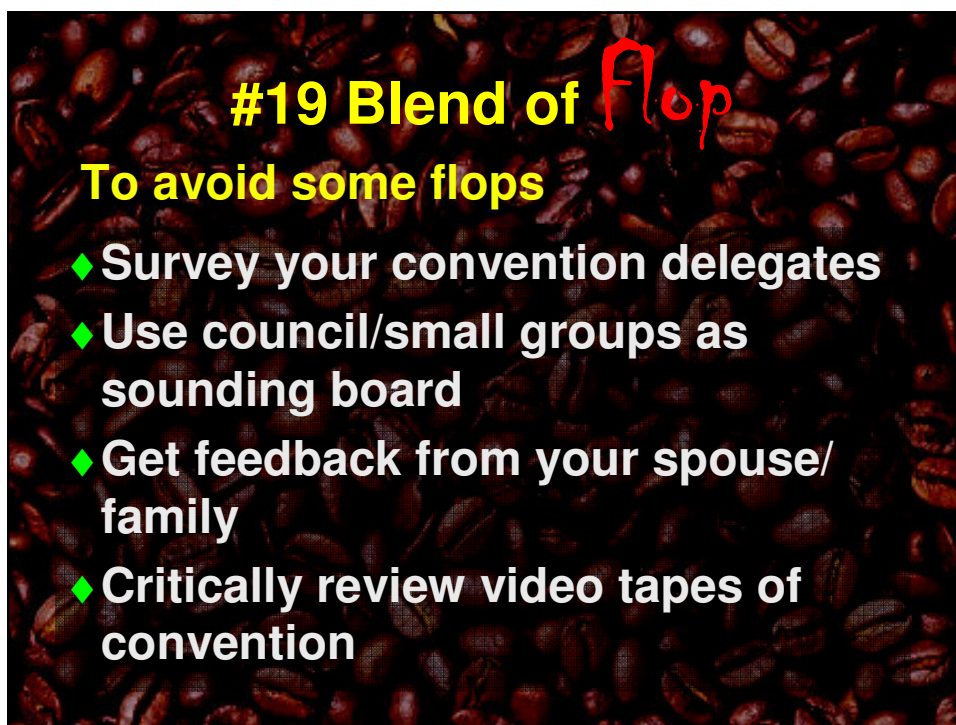
- ◆ Important to take the time for recognition
- ◆ Recognition provides subtle “nudging” for others to accomplish goals next year



#19 Blend of Flop

For my own convention/report:

- ◆ Feelings of total inadequacy
- ◆ Something whispers – what a flop
- ◆ Only when I take the “Dennis Out” and give it completely to God is there relief and release
- ◆ Re-impose Rule #1 – Knee Time



#19 Blend of Flop

To avoid some flops

- ◆ Survey your convention delegates
- ◆ Use council/small groups as sounding board
- ◆ Get feedback from your spouse/family
- ◆ Critically review video tapes of convention

#20 Blend of Technology³

By all means use technology – but don't let it rule. Keep the technology message simple.

- ◆ Big & Bright is better
- ◆ A way to involve youth
- ◆ Keep video presentations brief
- ◆ Keep human element – don't over use technology
- ◆ Have a plan ready when technology doesn't work

#20 Blend of Technology

Some things done in Southern Fla.

- ◆ Instant messaging/exchanged photos (real time) – Gave a DSA to MissionCorps in Moscow
- ◆ Video conversation with myself
- ◆ “Live” on the scene report
- ◆ Live video reports from children's convention, compassionate project, etc.
- ◆ Ask each new LINKS missionary to send 2 minute video greeting to convention
- ◆ Live phone/video hook-up with missionary via Internet to promote W&W

#20 Blend of Technology

Some things done in Southern Fla.

Use PowerPoint to:

- Introduce missionary (need them to e-mail photos)
- Present DSA (This is your life)
- Introduce convention segments
- Provide theme “banner” backdrop
- Promote/Report Work & Witness projects
- Giving/contribution status
- Show music lyrics (translated in all languages)
- Graphs

#21 Blend of Post Convention

- ◆ Get new council identified/organized
- ◆ Take time to relax/unwind – get away
- ◆ Spend time with your family/spouse
- ◆ Edit your report for journal
- ◆ Assure that statistical reports are submitted to K.C.
- ◆ Send “Thank You” notes/letters to all involved with convention (personal better)
- ◆ Write your own evaluation of Convention
- ◆ File convention info

I think I now love coffee!



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Perfect Blends**
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