

THE PRESENTER

Jason Moore



Author, speaker, and worship coach Jason Moore is passionate about helping the church reach the culture we live in. He is known for his pioneering work in collaborative worship design, media production and secret worshiper consultations.

His books are *Digital Storytellers: The Art of Communicating the Gospel in Worship*, *Design Matters: Creating Powerful Imagery for Worship*, *Taking Flight With Creativity: Worship Design Teams that Work* and *The Wired Church 2.0*.

In addition, he has designed worship alongside such leaders as Adam Hamilton, Brian McLaren, Michael Slaughter, Tony Campolo and Len Sweet.

As animator/illustrator and member of the worship design team at Ginghamburg Church from 1997-2000, Jason brought a fresh approach to the use of digital media that raised the bar for artistic standards in worship.

In 2000, Jason co-founded Lumicon Digital Productions, a non-profit arm of UMR Communications whose purpose was to be a comprehensive teaching center for assisting churches in the ministry of digital culture. After 2 years of casting vision and producing high quality worship resources for churches through Lumicon, Jason established Midnight Oil Productions with Len Wilson. In 2011, Jason became the sole owner/operator of Midnight Oil Productions.

Jason works part time as Creative Worship Specialist for the Miami Valley District in Dayton, Ohio. His work there entails coaching, personal one-on-one training, vision casting and a variety of other work related to worship and creativity.

In 2011, Jason added secret worshiper consultations to the ministry of Midnight Oil. This work has taken Jason all over the US. He has now provided an insider look at the guest experience for over 100 churches and the number continues to grow every year.

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THINGS YOUR VISITORS ARE THINKING BUT WON'T ASK

GUEST READINESS SEMINAR

A HANDS-ON LEARNING
EXPERIENCE DESIGNED TO
HELP PARTICIPANTS
BETTER CONNECT AND BUILD
LASTING RELATIONSHIPS
WITH VISITORS

OVERVIEW

Event: 10:00 a.m. - 3:00 p.m.

5 Things Your Visitors Are Thinking But Won't Ask

It's been said that every church wants to grow. If that statement is true, are we really poised for it in the way we treat and attend to our new visitors?

While you might not think it, guest readiness is one of the most important issues facing the church today. Without really meaning to, the majority of churches are blind to the things that visitors consider when deciding whether or not to return for future visits.

No matter how good/powerful worship is, it's only half the battle. Insider language, unspoken rituals, confusing signage and unpreparedness are all huge factors in why visitors don't come back to participate in our faith communities.

Like going to a restaurant for a meal - even when the food is spectacular - if the experience surrounding the meal is bad, patrons are unlikely to return. It simply doesn't have to be that way!

Join nationally known worship coach and author Jason Moore as he shares lessons learned from years of providing "secret worshiper consultations" in churches large and small. Jason will help your church identify what the 5 most pressing issues are for new visitors and how to address them with easy-to-implement ideas and systematic steps.



5 Things will include instruction on how to develop and train a more intentional/welcoming hospitality team, how to/why to develop a formal child check-in procedure, how to conduct a signage audit, and what to do with your existing space. All of these things and so much more will help you recognize the things that you may have been missing for years.

Bring your whole team for an experience filled with laughter, fun and practical learnings. Come ready to engage in hands-on role playing exercises, work to improve visitor conversations, move from transactional to relational interactions and even learn how to secret worship at partner churches.

Register today! We won't tell - it's a secret



REGISTRATION INFO

Name

Number Attending

Church

Denomination

Address

City, State, Zip

Phone

Email

REGISTRATION FEES:

HOW TO REGISTER



WHAT YOU WILL LEARN

- TOP WEBSITE PRIORITIES
- BEST PRACTICES FOR SIGNAGE
- HOW TO DEVELOP A CHILD CHECK-IN
- VISITOR WELCOME DOS AND DON'TS
- TOP 10 THINGS THAT PREVENT VISITORS FROM RETURNING
- HOW TO AVOID UNSPOKEN RITUALS

- THE 4 THINGS THAT SHOULD HAPPEN EVERY SUNDAY
- HOW TO SECRET WORSHIP
- HOW TO CONDUCT A GUEST READINESS TRAINING IN YOUR CHURCH
- MUCH MORE!