

# **Seminar Suggestions**

## **Reviving Your Romance Marriage Seminar**

### **Terry & Barbi Franklin**

#### **MEETING ROOM:**

Room dynamics are very important in order to create a proper “mood” during the seminar. If possible, couples should be seated at round tables or behind the long skinny type tables you find in some conference rooms (classroom style), so they can take notes and have beverages. (Please call our office to discuss the best snack-time options before your promotion begins as it may effect arrival times, etc.)

We will need a PA system and video projector with a screen in the room. Because we also use music extensively during seminars, we will need an electronic keyboard or synthesizer. We will not need 2 separate rooms for the seminar unless we have previously requested to talk with men/women separately. During the seminars, we have the couples break into private huddles a few times for personal sharing, and also for filling out worksheets with each other.

#### **FEES & REGISTRATION:**

We encourage you to invite couples from the community and other churches. We also recommend that the seminar fee be affordable but not too inexpensive, as couples tend to value the event more. (Typical seminars of this type rarely go for less than \$75 per couple.) Of course, you know your community and people best. You might consider setting up a scholarship fund and making it available for financially challenged couples, if this is applicable.

We also suggest that you require a 50% deposit during the registration period (usually beginning 6-8 weeks prior to the event), and recommend a cut-off date and limited space available for a predetermined number of couples. We have found that there is a marked difference in the way people respond when they know they have a time limit and have made a financial commitment. It is up to you if you want to hold the seminar at a retreat center or have it at the church. We have found that couples really enjoy it if you make it a “getaway” weekend. Even if it’s in their own home town, some seem to think it makes the weekend more special. It is also easier to “sell” to couples. But we leave the decision up to the sponsors as each opportunity is unique.

Another idea is to have someone contact local businesses to ask them to donate money toward the expenses of the seminar as a benefit to the families in their community. We can then mention them from the platform and thank them for their patronage or even create a flier to insert in the folder we provide to encourage couples to visit those businesses. These are ways they can advertise, but you can benefit as well. The business may even allow you to hang a poster of the event in their establishment.

#### **PROMOTION, MAILOUTS, & FLIERS:**

All seminars include a colorful folder for each couple with an outline, note paper, articles, and resources. We also provide workshop forms for our break-away “huddles.” If the sponsor has a mailing list for the community, we have four-color postcards that can be used to promote the seminar. The postcards are high quality, 5.5” x 8.5”, 4-color glossy, with space on the back for your own copy to photocopy or print. There is a nominal charge of 10 cents per postcard. You can order as many as you want and even make them available as invitation hand-outs for your church people or organization.

We will also supply you with 8 full-color 11x17 size posters for your church, community, and other churches FREE. These are automatically sent 3 months in advance. Additional posters are 50 cents each, plus postage. The rest of our promotional materials are available online at [www.HeartForTheWorld.com](http://www.HeartForTheWorld.com) under the “Marriage & Family Weekends” section. There are pictures, bios, radio promo information, etc., so you can be creative and do other things that are best for your church or organization as well as your community. Please call us with any questions you have at 615-773-8480 or cell 615-585-7700.

#### **MORE INFORMATION ABOUT SEMINARS:**

You can get more information about the content of the seminars on our web site under the “Marriage & Family Weekends” page as well as the “4 Ministry Options” page.