

Christian Women

Soar

2021

Hybrid Women's Event

PLANNING GUIDE

by Marnie Swedberg

Location:
Your Church
Your Limit: XXX

**Invite Family &
Host in Your
Own Home**

**Join an Online
Meet-Up
Group**

Register @ www.Soar2021.info

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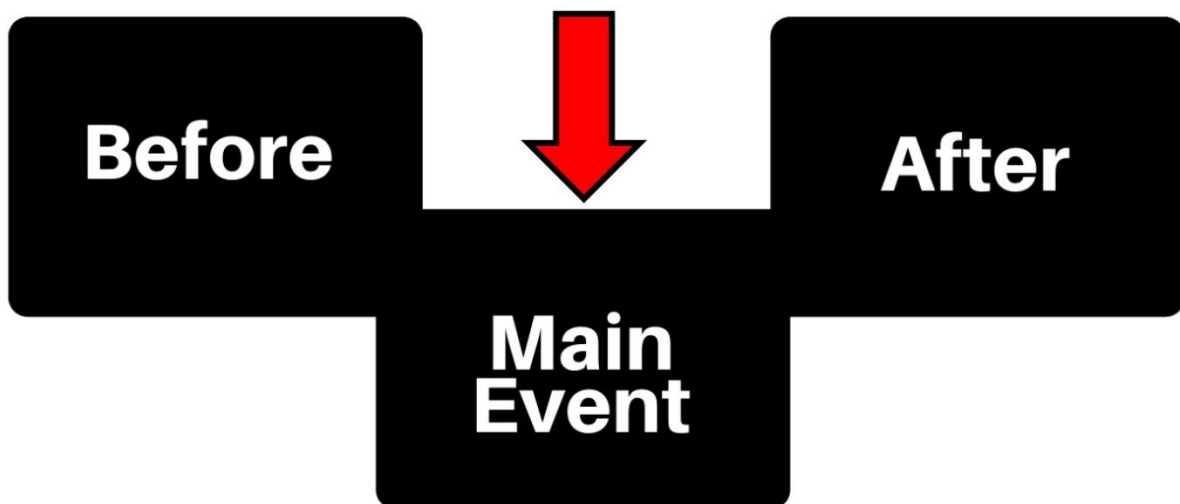
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Section I.

Pre, Main & Post

Based on the BAC plan outlined in COVID CHURCH (the book), this hybrid event features three distinct zones.

3-Part Hybrid Events



Pre-Event

1. On-Premise – games and BYO refreshments.
2. In-Home Parties – hostess invites and decides: probably games and refreshments.
3. Online Meet-Up Rooms – hosts are provided with suggested ice breaker games.

Main Event

All come together to view the main event on-premise or via live-stream.

Post-Event

1. On-premise – small groups or free-flow conversation/lobby time.
2. In home – hostess is provided with talk points for deeper dive.
3. Meet-Up room hosts are provided with talk points for deeper dive.

Section II.

Pray. Plan. Promote.

Pray

1. Begin and end every work-time and meeting with prayer, and pray without ceasing.
2. Recruit a prayer coordinator who will pray daily for you, your team, attendees and the event itself.
 - a. Select someone who is known for her love of and dedication to prayer.
 - b. Encourage her to send out a weekly email or text to the leadership team, featuring one Scripture passage that has been especially focal in her prayers that week.
 - c. Optional: Provide her with 12, battery-operated votive candles and invite her to recruit 11 others to pray with her daily for the event.
3. Invite new registrants to submit prayer requests.
4. Build in a prayer area at the live event and encourage online participants to pray for and with one another.
5. Keep prayer as the foundation of every aspect of this event.

Plan

1. The big difference here is COVID health regulations.
 - a. On-premise – provide boxed meals or have guests bring their own beverage and snack or bag lunch.
 - b. In-home parties – hostess determines guest list/size (sisters, daughters, mothers and/or people already in constant contact) and what/how to serve refreshments.
 - c. Solo online viewers – need to be assigned to online meet-up rooms and encouraged to login with their favorite beverage and snack at hand.
2. Everyone shares the same “Main/Middle” event with unique Before & After’s.
 - a. On-premise needs hosts and program coordinators.
 - b. In-home groups are organized and hosted by individual home-hosts.
 - c. Meet-Up rooms require a host(s) and ice breakers/talk points.
3. On premise: Error on the side of safety and compliance.
 - a. Include a safety station with masks, plus sanitizer everywhere.
 - b. Determine how to facilitate six-foot distancing throughout.

- c. Establish your maximum attendance number and ticket only for that many attendees. (You don't want to turn people away on the day.)
 - a. If your sanctuary can safely seat 200, but your fellowship hall only 75, your limit will be 75.
 - b. Example: We wanted our full auditorium capacity, so will be hosting our main event in the sanctuary, but our pre-party in an outdoor pavilion. We are allowing 15 minutes to move from the pavilion to the sanctuary.
 - d. Staging should also reflect six-foot distancing, but in most venues, masks are not required during singing.
4. Organize a robust team to help you with all aspects of the program. Women are READY for responsibility! This will also free you up so you can interact with guests instead of just running around doing everything yourself.

Promote

1. Create your posters, inserts and postcards as early as possible (customizable templates are available @ www.Soar2021.info).
2. Set up online ticketing/registration ASAP using Evite or similar. Here is the link to our ticketing options for the April 10, 2021 event: <https://www.eventbrite.com/o/marnie-swedberg-26608403073>
3. Open registration and send out "Save the Date" notifications six weeks in advance.
4. Add the event to all local event calendars including radio, TV, newspaper, etc.
5. Write each church-woman's name on a postcard and have your leadership team personally invite every single woman. This usually means each team member will need to personally invite 5-20 women, but it's worth it!
6. After that, give every registrant five no-name postcards of her own and encourage her to personally invite others to attend. NOTHING is more effective than a personal invite.
7. Put up posters inside each women's bathroom stall, around the church and at businesses/locations outside the church where allowed.
8. Four weeks in advance, start doing something fun each Sunday to promote:
 - a. Share the short promo video.
 - b. Have ushers hand out a "GET REFRESHED" bottled water to every woman with custom label (you make from your church printer) inviting her to the event.
 - c. Have ladies do a skit.
 - d. Have greeters give each woman a single-wrap Lindt truffle with hole punched and tied-on invitation to the event.
9. Share socially when:
 - a. You fill a room, hit a #, have something exciting to share, etc.

Section III.

Participation Options

On-Premise

Secure your ticket at <https://www.eventbrite.com/o/marnie-swedberg-26608403073>
Attend in person.

Online

Secure your ticket at <https://www.eventbrite.com/o/marnie-swedberg-26608403073>

All registrants will be assigned to a “hosted” Google Meet-Up room where they can participate in greetings/games pre-program, watch the livestream at the appointed time, and experience conversation and group discussion (using talk points provided by the program speaker) in their original Meet-Up room after.

In a Host Home

Secure your ticket at <https://www.eventbrite.com/o/marnie-swedberg-26608403073>

Home hostesses will invite whomever and how many they feel safe/comfortable inviting to join them in their own home for a pre-program party including games/refreshments and to watch the program together as it livestreams. The speaker will provide post-program discussion talk points the week of the event. Short video tutorials are available in the Appendix.

3. Publicity Team Leader _____
- Recruit helpers.
 - Ensure all “Promote” Items below are assigned and completed on time.

Team Member Name	Cell	Email

Who	Due	Done	
			Set up foyer and online ticketing options
			Create posters, inserts and postcards
			Create a FB Event where details and questions can be addressed.
			Prepare weekly images to share at the group/event page.
			Put posters on the inside doors of all women’s BR stalls
			Open registration and send out “Save the Dates” – 6 wks
			Add event to all local calendars: TV, radio, news, etc.
			Go through church directory and handwrite women’s names onto postcards.
			Recruit volunteers (from all teams) to personally invite every church woman. (hand deliver or mail + phone call)
			Send every new registrant 5 blank postcards for her to share with her friends
			Prepare a “fun” promo for a few of the Sunday’s leading up
			Share socially using Scripture verses, images, updates and video clips.

4. Host Coordinator = Event Coord _____
- Are recruited by Event Coordinator.
 - Individually recruit, train, supervise all their own host type coordinators.

Coordinator for	Name	Cell	Email
On Premise Hosts			
Meet-Up Hosts			
In Home Hosts			

- On-Premise Host/Greeters.
 - Coordinator: Recruit and organize volunteers to:
 - Wear hats, t-shirts or lanyards to identify you as part of the team.
 - Consistently model event COVID standards. Lead by example.
 - Greet with enthusiasm.
 - Help with name tags and instructions.
 - Point out restrooms, answer questions.

- Online Meet-Up Room Hosts (Need 1-2 per room).
 - Coordinator: Practice using Meet-Up Rooms with Event Organizer.
 - Coordinator: Reach out to the tech team (program) to introduce self.
 - Coordinator: Arrange with Program Coordinator to gain access to all incoming registrations.
 - Coordinator: Identify and invite meet-up room hosts from incoming registrants. (Goal: 1-2 hosts per room of 12)
 - Coordinator: Add all other Meet-Up registrants to Meet-Up rooms and send links weekly. Final week, send links daily.
 - Assign & train Meet-Up room leaders to:
 - Pray in advance, by name, for anticipated participants.
 - Reach out, by email, with a personal “pre-event” test invite.
 - Arrive early on event day to welcome early bird guests.
 - Use provided ice breaker questions and games to get/keep conversations flowing.
 - Provide “invisible” space tutorials, so no one feels dumb.
 - Provide LINK to tech support if gals are struggling to get seen/hear/be heard. (Only try to help for 30 seconds, then get them to tech support.)
 - Use first names as often as possible.
 - Extend love.
 - Get everyone over to the main event livestream link at least 2 minutes early.
 - Use the provided post-event talk points to engage in conversation during the after-glow conversation.

- In Home, Private Party Hosts (At least 1 per host home).
 - Coordinator: Arrange with Program Coordinator to gain access to all incoming registrations.
 - Confirm registration with tutorial and detailed instructions ASAP.
 - Encourage Home Hosts to:
 - Determine how many, who and how to invite/host in your home.
 - Prepare and practice IN ADVANCE to screencast or mirror the livestream portion of the party onto a big screen TV. (See Appendix)

- Pray for each potential guest and invite as early as possible.
- Prepare your home and provide beverage and tableware for (potentially potluck) refreshments.
- Lead a group game of your choice (suggestions include Charades, Taboo, What's Your Like? etc.)
- Get everyone gathered to view the main event a few minutes early.
- Use provided post-event talk points to engage in conversation after.

5. Program Coordinator _____

- Oversee hostesses and all program team leaders.

Position	Name	Cell	Email
Games			
Refreshments			
MC			
Worship Team			
Speaker Coord			

Games Leader, Assistant & Prize Coordinator _____

- Select games that help us get to know one another. Suggestions include Charades, Taboo, What's Your Like? etc.
- Facilitate the maintenance of safety standards.
- Find assistant to hold up signs at appropriate times: "Cheer Loudly" "Applause" etc. to inspire more interaction and engagement than would naturally occur.
- Purchase, wrap/bag and give out prizes to winners

Game Asst. Name	Cell	Email

Refreshments Coordinator _____

- Organize serving and seating areas in fellowship zone.
- Provide any required tableware and/or beverages.
- Recruit contributions or organizes potluck items.
- Ensure all food is stored/served safely.
- Clean up afterward.

Food Committee Name	Cell	Email

Master of Ceremonies (MC) _____

- Welcome & Opening Prayer.
- Introduce Worship Team.
- Introduce Speaker.
- Lead Sharing Time.
- Close in Prayer

Worship Team Leader _____

- Recruit team(s), organize practices and lead worship for the main event.
- Select ___ [#] songs to match event theme. (including one closing song)
 - Songs should inspire participation vs. observation.

Position	Name	Cell	Email
Keyboard			
Drums			
Guitar			
Guitar			
Singer			
Singer			
Singer			
Special Music			
Drama/Reading			

6. AV/Livestream Coordinator _____

- Coordinate AV volunteers
- Oversee all program audio, visual, PPTs & Livestreams
- Ensure online participants can access program and support rooms.

Position	Name	Cell	Email
Online Tech Support			
Sound			
PPT			
LiveStream			

Who	Due	Done	
			Create online support tutorial including tech support phone numbers
			Add link to tutorial and phone numbers to event pages
			Schedule practice time with worship team/specials
			Arrange to go through PPTs/mic set-up with MC/speaker
			Prepare 60-minute countdown w/music for livestream
			Start livestream 60-minutes in advance of main program

7. Set-Up. Clean-Up Crew Coordinator _____
- Set-up facility according to plans provided by event coordinator.
 - Clean-up after including bathrooms, main rooms and hallways.

Clean Up Crew Name	Cell	Email

Appendix

COVID Church Book

- COVID Church: Before & After Church Attendance Growth Idea <https://amzn.to/3a2KVl9>
 - Includes tutorials for AV and Tech teams

Promotional Templates

- Available FREE at <http://www.Soar2021.info> including
 - Poster template
 - Bulletin Insert template
 - Postcard template

Ideas for Games for Groups

- Online room games: <https://www.youtube.com/watch?v=OFMHH6VYZVM>
- <https://youthgroupgames.com.au/collection/non-contact-large-group-games/>
- Charades – Just like you did growing up
- Taboo: <https://www.youtube.com/watch?v=4QeA4nrcQV0>
- What's Yours Like? <https://www.youtube.com/watch?v=MBZuY19my24>

Ideas for Snacks for Groups During COVID

- Big Group – Either BOXED meals or Bring Your Own (BYO). We'll be doing "Bring your own beverage and snack to enjoy."

Host Home Big Screen Tutorials

- Teenagers and young adults are our God-given (and BEST) tech support options. Ask your kids or grandkids to help you set this up. Have them write down each step of the process. Practice it ahead of time to be sure it will work on party day.
- If on your own, do a Google search for:
 - How to share a Facebook livestream on my [ROKU or similar]
 - Search terms: screencast or mirror
- We found that "mirroring" from our "cell phone" was the best bet, but you'll need to experiment with your set-up.

About Marnie



Marnie Swedberg

Marnie Swedberg embodies faith-in-action while generating "aha" moments of perspective transformation through her keynotes, media appearances, 13 books and online programs.

As the leadership mentor to over 15,000 leaders from 35 countries, she provides coaching, practical help and clear, God-centric focus.

Tune in to her #1 ranked and featured Blog Talk Radio Show and check out www.WomenSpeakers.com, the largest directory of its kind in the world.

Invite Marnie to speak at your next Hybrid Women's Event. Learn more at www.Marnie.com