

# ISI CONFERENCE GAME PLAN

February, 2012 – East Bay Fellowship, Danville, CA

Mobilizing the Men of Your Church to an Off-Site Conference

Give every man in your church the necessary five to seven touches that most men need to make a decision to attend a men's event.

**Questions:** Please call us at 866-982-7458 or email us at [contact@mensministrycatalyst.org](mailto:contact@mensministrycatalyst.org).

## PRE-CONFERENCE CHECKLIST:

### 10-12 Weeks Out: 12-3 to 12-17-11

- Ask people to pray!
- introduce the event to your church
- Send men an email with a link to <http://www.mensministrycatalyst.org/isi/february-25-2012/registration-information> for info

### 8 Weeks Out: 12-31-11

- Put up posters.
- Hand out bulletin insert at church to use as an event overview.
- Make pulpit announcement at church.

### 7 Weeks Out: 1-7-12

- Use one of the bulletin inserts during this weekend service.
- Make short announcement that sign-ups begin next week
- During the week: email men regarding sign-ups starting

### 6 Weeks Out: 1-14-12

- Pastor and leaders – be sure to sign-up first.
- Download the PowerPoint slide from [www.mensministrycatalyst.org/isi/february-25-2012/church-promotion-materials](http://www.mensministrycatalyst.org/isi/february-25-2012/church-promotion-materials)
- Announce that sign-ups BEGIN TODAY!
- Have men at a sign-up table outside the sanctuary and use the blank sign-up sheet.
- Call Men's Ministry Catalyst if you need more postcards.

### 5 Weeks Out: 1-21-12

- Email the men and ask "Did you sign up?"
- Select several men to begin making phone calls inviting men
- Use the bulletin insert and continue with sign-ups

- Begin to make travel and dinner plans for the conference

### 4 Weeks Out: 1-28-12

- Show the ISI promotional video from the DVD or download it from <http://www.mensministrycatalyst.org/2012-ISI.wmv> (save to your computer and run from a PC using Windows Media Player)
- Review who's going and make calls to undecided men
- Consider transferring names of attendees to a large sign-up board

### 3 Weeks Out: 2-4-12

- Go online, call, email or fax Men's Ministry Catalyst your group registration. Don't be shut out. You can add more later at the same rate!
- Repeat the PowerPoint slide and keep recruiting men
- Announce from the pulpit there is only one more week to sign up!

### 2 Weeks Out: 2-11-12 (Group Discount ends 2-15)

- Before Sunday, check the Men's Ministry Catalyst website to see if conference is SOLD OUT. If not, then email the men of your church with "Sign-Ups End This Week."
- Make a final appeal to the men during your weekend service.
- Wed., 2-15 – send over your final registrations to Men's Ministry Catalyst**

### 1 Week Out: 2-18-12

- Reinforce travel plans, lunch plans and dinner plans with the men.
- Recruit women and youth to cover men in prayer for the conference.

## THE DAY OF THE CONFERENCE:

### **Travel Together**

Meet at the church or a strategic location and begin the conference day together. Grab a coffee and some conversation as you prepare for the day.

### **Show Your Unity**

One way of building unity with the men of your church is to provide every man who attends the conference a shirt or vest or sweater with the ISI logo and/or your church logo. This also will remind men for years to come about their time together at the conference.

### **Worship Together**

The sanctuary at an ISI conference opens at 8:15 so position your men to be ready to enter together, sit together and worship together at the opening main session.

### **Divide and Conquer**

Encourage men to attend different seminars based on their interests and their different seasons of life and then plan to meet afterward to debrief.

### **Gather for Lunch**

Make a plan to get your men together for lunch in a specific location. Consider bringing coolers of sandwiches and drinks instead of buying the conference lunch. This break is a great time to discuss and process the morning seminars.

### **Stay for the Day**

The conference will end promptly at 4:15 PM. Be sure to stay for the entire day and encourage the men of your church to do the same. Often the closing message is the highlight of the conference for men.

### **Order Recordings**

One of the best ways to bring the conference home is to order MP3 downloads of both keynotes messages and each of the equipping seminars before you leave.

## AFTER THE CONFERENCE:

### **Dinner the Night of the Conference**

The best place to begin to capture the momentum of the men's conference is the ride home. Consider planning ahead to stop together for dinner.

### **Proverbs 27:17 Night**

Plan an Iron Sharpens Iron Night where men gather to share what they learned at the conference and what they have been challenged by God to do. Use the time to pair men up to pray together.

### **Small Groups**

Invite men to join a short-term small group of men. This group should be offered as a six-week commitment. Select leaders who will help you make personal invites. For resource ideas, contact Men's Ministry Catalyst or visit the website.