

Annual Meeting

Sheraton Gateway Suites, Rosemont

September 17-18, 2002

Tuesday, September 17, 2002

5:00–6:00 pm Reception for IEC Participants

6:00–9:00 pm Dinner and Evening Program

Presentations:

NowTryGod.com

Dr. Sterling Huston

Chair, Internet Evangelism Coalition

Online Training of Online Evangelists (OTOE)

Dr. C. Thomas Wright

Prayer Strategist/former Internet Evangelism Coord,
North American Mission Board/SBC

What We've Learned So Far:

*A Sober Assessment of Web Evangelism in the
Light of Seven Years' Experience*

Dr. Quentin J. Schultze

Wednesday, September 18, 2002

7:00–8:00 am Breakfast on your own

8:00–9:00 am *Setting a New Pace*

Mr. Mark Brown

Marketing Director, American Tract Society

Mr. Paul Fleming

e-Solutions Manager, American Tract Society

9:00–10:00 am *Why Jesus?*

Mr. Richard Post

Editor-in-Chief of *Why Jesus?* & Counselor, Dept of
Aftercare, Evangelical Broadcasting Orgn (EO)

10:00–10:30 am Break

10:30–11:30 am Progress and Projections

11:30–1:30 pm Interest Group Discussions &
Lunch

Keynote Speaker: **Dr. Quentin J. Schultze**

Dr. Schultze is a native Chicagoan who earned a Ph.D. in communication from the University of Illinois. He is Professor of Communication Arts & Sciences at Calvin College in Grand Rapids, Michigan.

His scholarly publications have appeared in several dozen journals. He has also written over a hundred articles for general-interest periodicals and religious publications.

His eleven books include: *Habits of the High-Tech Heart: Living in the Information Age* (Baker 2002); *Communicating For Life: Christian Stewardship In Community And Media* (Baker 2000); *Habits Of The High-Tech Heart: Living Virtuously In The Information Age* (Baker 2002); and *Christianity And The Media In America: Toward A Democratic Accommodation* (Michigan State University Press, Rhetoric and Public Affairs series, 2003). Dr. Schultze has received three national book awards.

He has been quoted in the *Wall Street Journal*, *Newsweek*, *U.S. News and World Report*, the *Los Angeles Times*, the *Chicago Tribune*, *USA Today*, *Fortune* and many other publications. He has been interviewed by ABC Talk Radio, CNN,

CBS, NBC ("Today"), Mutual, National Public Radio and dozens of additional radio and television stations.

He has spoken at many trade shows and colleges and universities. He has also consulted for dozens of for-profit and non-profit organizations on communication-related matters.

Dr. Schultze is former president of the Religious Speech Communication Association. In 2000 he received the Presidential Award for Exemplary Teaching at Calvin College.

Dr. Schultze is profiled in the *Dictionary of International Biography*, the *Dictionary of American Scholars*, the *International Who's Who of Intellectuals*, the *International Who's Who in Information Technology*, *Outstanding People of the 20th Century*, *Who's Who in the Media and Communications* and *Who's Who in Entertainment*.

He is Special Consultant for the Gospel Communications Network and founder of the *Internet for Christians Newsletter*, available free via email and the World Wide Web (<http://www.internetforchristians.org>).

Dr. Schultze and his wife, Barbara, reside in Grand Rapids, Michigan.

Presentation Thumbnails

Why Jesus?

A presentation by Evangelische Omroep (OE), also known as the Evangelical Broadcasting Organization, will demonstrate new online evangelism strategies.

The Evangelical Broadcasting Organization is a major Dutch broadcaster and magazine publisher with a very active Internet ministry. Over the past two years they have been working with the Dutch Alpha Course testing an online version of the popular Alpha evangelism course.

Richard Post will give an overview of the Internet course, called *Why Jesus?*, a four week, seven-session program that provides a practical introduction to the Christian faith. This 'Pre-Alpha' online experience is a safe, non-threatening way for seekers to explore questions about Christianity without having to attend church. Those who are interested are then encouraged to get together in real life. The online course provides a bridge between real life (the church) and virtual reality (people searching online for answers).

NowTryGod.com

This new seeker site was developed as a direct result of the cooperative efforts of the Internet Evangelism Coalition. Several key ministries were involved in its creation and development. Early versions of the site were successfully tested over the past two years at evangelistic missions held by Billy Graham. The Website was advertised as part of the event publicity and the URL appeared on most of the literature that was given out.

Sterling Huston, Chair of the Internet Evangelism Coalition, has championed this effort which was a primary goal of the Coalition from the beginning. Dr. Huston will lead the presentation of this evangelistic tool and demonstrate how it can be used by local churches and Christian ministries.

Online Training of Online Evangelists (OTOE)

Training for Evangelism on the Internet will soon be made available! The curriculum is designed to be used online to help people effectively share Jesus with other people who are online. The self-taught training includes evangelism through email, chat rooms, discussion boards, Instant Messaging and web pages. A self-graded review is available at the end of each session.

Curriculum developer, Dr. C. Thomas Wright (North American Mission Board, Southern Baptist Convention), says he believes three assumptions can be made about people encountered on the Internet:

1. Many people are not and never have been involved in an evangelical church.
2. They are from every language and culture group and are engaged in diverse lifestyles.
3. There are some who were raised in an evangelical church who are now looking online for assurance and information.

Dr. Wright says the curriculum is divided into three categories:

- Preparation for Online Evangelism;
- Presenting the Gospel of Jesus Christ in the Online Context; and
- Effective Follow-up for New Online Converts.

The intent is for graduates from the course to be biblical, compassionate, contextual and intentional evangelists

Setting a New Pace

Since 1825, the American Tract Society has been recognized among Christianity's busiest scribes, producing a cumulative 10 billion books, Bibles and tracts printed in more than 188 languages, and used by almost every denomination of Christianity. Last year ATS designed and printed close to 35 million tracts in 40 languages. Setting a New Pace is the phrase that never leaves the heart of ATS and is the name of the presentation, Mark A. Brown and Paul Fleming, will give at 8 AM on Wednesday, September 19th. Brown and Fleming will highlight ATS creative efforts this past year to reach people through the use of resources unique to the ministry of ATS. This will include a review of evangelistic Flash presentations called, Digitracts with an unveiling 2 new Digitracts at their IEC presentation.