

Annual Meeting

Sheraton Gateway Suites, Rosemont

September 9-10, 2003

Tuesday, September 9, 2003

12:00–1:00 pm Registration

1:00–3:00 pm *Fishing on the Internet: Online
Training for Online Evangelism*

Dr. C. Thomas Wright

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

International Strategy Group Report

Mr. Keith Stonehocker

Senior Vice-President, Christianity Today International

3:00–3:30 pm Break

3:30–5:00 pm Ministry Presentations

Basic Follow-up Online: A True Milestone

Dr. Allan Beeber

Director/LINCnet, Campus Crusade for Christ, Int'l

eQuipping the Church Online

Mr. Chris Thyberg

Executive Director-ForMinistry.com/Team Leader-
ABSinteractive

5:00–6:00 pm Free Time/Break

6:00–7:00 pm Dinner

7:00–8:30 pm Presentation

*A Promised Land of Opportunity
Ground to Claim in Web Evangelism*

Tony Whittaker

Wednesday, September 10, 2003

7:00–8:00 am Breakfast on your own

8:00–9:30 am *Some Thoughts on Evangelism,
Technology and Cultural Power: or, what a non-
Christian is looking for in a Christian website*

Ms. Maura McCarthy

Doctoral candidate in Social Anthropology, University of
Oxford

9:30–10:00 am Break

10:00–11:30 am *Synergy of Ministry: Converging
Media to Reach the Masses*

Mr. Craig Von Buseck

Programming Director, CBN.com

11:30–1:00 pm Lunch Discussion Groups

Mr. Tony Whittaker

Tony Whittaker is the director of SOON Ministries, based in Derby, UK. They produce free evangelistic literature for the two-thirds world in five languages. He also edits the Web Evangelism Guide and its associated twice-monthly email newsletter Web Evangelism Bulletin. These are designed to equip Christians with ideas and strategies for online outreach.

Tony is married to Mary. They have five children and two (very young!) grandchildren. They have been with SOON Ministries since 1979.

Apart from the Web, Tony likes such things as railways and history.

SOON Ministries is a part of the interdenominational mission WEC International - perhaps better known by its association with Patrick Johnston (Operation World), who also belongs to it.

Presentation Thumbnails

Fishing on the Internet: Online Training for Online Evangelism

The Acts 1:8 commission includes instructions for believers to go to "the ends of the earth." Jesus went wherever there were people that would listen to the gospel. There is a huge and growing population of people who are online. Many of them are seeking a relationship with the Creator God. The Internet allows us to fulfill the Great Commission in areas not otherwise accessible: gated communities, exclusive condominiums, public libraries, and in almost every country on earth.

This presentation provides a brief overview of the 7 sessions found at www.webevangelism.org/otoe. Topics include the need for internet evangelism, understanding the Internet context, Preparation for online evangelism, Presenting the Gospel in the Internet context, and effective follow-up for online converts.

International Strategy Group Report

The IEC is beginning to develop a network and ongoing communication among Internet evangelism strategists from around the world. An international teleconference call was held in March, followed by a one-day consultation tied in with CTI's international partners conference last month in Toronto. The IEC Global Forum on Yahoo Groups, launched in March, has already become a very active discussion group, with over 80 members and 200-300 messages each month. This report highlights interests and needs emerging out of this global interaction, and some of the steps being taken to address these needs.

Some Thoughts on Evangelism, Technology and Cultural Power: or, what a non-Christian is looking for in a Christian website

Drawing on over five years of research and eighteen months of first-hand fieldwork, this session investigates the link that exists between American evangelicals, new technologies and cultural power or influence - in America and around the world. By thinking about how Christians have used technology and popular culture in the past, and looking at how some Christian groups are using the Internet and other new technologies in the present, I will consider the larger social and spiritual implications of technology use. This exploration of the American evangelical community's relationship with the trappings of cultural power also allows a consideration of how non-Christians, as targeted consumers, think about and experience creative forms of evangelistic outreach. In closing, I will discuss how non-Christians may approach evangelical websites, and "what they are looking for" when they encounter them.

Basic Follow-up Online: A True Milestone

Once a person views one of the evangelistic presentations online are there any opportunities offered for growth? Often, the answer has been "No", as many of you who search the net know. However, over the past 6 months, the WorldLINC ministry of Campus Crusade for Christ, Intl. has developed a free, automated basic follow-up site named "Growing in Christ" which can be found at www.growinginChrist.com. When people have questions or indicate they have received Christ as the end of one of the many language versions of "Who is Jesus ... Really?" or NowTryGod God, they can immediately begin obtaining answers to their questions or begin growing in the faith.

The site first gives them an opportunity to review the gospel, then offers input on how they may have assurance of salvation, provides basic training in how to pray, do Bible study, share their faith, and stresses the need for fellowship, even offering a list of churches people can contact in their local area.

There is always the opportunity to e-mail questions to a team of volunteers serving with InterLINC, a ministry within WorldLINC devoted to ministering to people's spiritual needs. Plus, for those struggling with deeper emotional issues, there are links to online counselors.

There are opportunities to brand the site for IEC member organizations, which will be discussed during the seminar.

eQuipping the Church Online

ForMinistry, a member-supported initiative of the American Bible Society, serves nearly 25,000 churches in North America, with partnerships in Kenya, Brazil and Spain. Since 1999, we've had a front-row seat as churches reach out to their communities via the Web. This session will report some of our findings and explore how together we can discover and promote "best practices" in Web evangelization.

Synergy of Ministry: Converging Media to Reach the Masses

Synergy; Teamwork; Strategic Partnerships; Globalization. These terms are more than just buzzwords in the business world. They represent a way of thinking that can transform your Internet outreach from merely functional, to highly effective in reaching souls for the Kingdom of God. Craig von Buseck of the Christian Broadcasting Network will discuss strategies for bringing a conversion of media and ministry partnerships to bear on your Internet evangelism program. Along with an analysis of professional journalistic practices, they will also examine creative uses of streaming media, partnerships with other types of media to leverage audience, and networking with other Web sites and content providers -- with the goal of creating an online experience that will build a loyal audience, and consistently attract new visitors -- both Christian and non-Christian -- to your Web sites.