

GAIN EUROPE – GLOBAL ADVENTIST INNOVATION NETWORK 2020

Theme: Beyond. Beyond. More than the sum of the parts.

FRIDAY

Spiritual address | Goal: sharing faith & vision, personal connection

SATURDAY

Sabbath worship | Goal: sharing faith, personal connection

Cross Media Network Project UNCERTAINTY | Goal: synergy, collaboration, network

SUNDAY | MONDAY

Goal: listening/learning from one another; supporting one another; collaboration

Step 1 – Project Slam Session - big picture

plenum – six presentations per day (10 min each)

Step 2 – Cross Media Network Project - synergy, collaboration, network

plenum – deciding the project (45 min, two slots)

Overall strategy sharing

groups in parallel tracks* - two slots per day (first 1h, second 1,5h)

Track 1 COMMUNICATION & MARKETING - interface to society and local church

brand development, marketing strategies, distribution strategy (platforms),
audience building, connection to local church, fundraising strategies

Track 2 CONTENT & PRODUCTION - cross media content creation

TV, Radio, Print, Social Media, Audi-Video Production
current and future formats and projects, trends

Track 3 INFRASTRUCTURE TECHNOLOGY/IT

IT, Web, Virtual Reality, etc.

Step 3 – Case Studies – Workshop/discussion

small groups - six workshops per day each 1,5h

Step 4 – Case Studies – Workshop/discussion

*** Purpose of tracks**

1. overall strategy break-down
Define/identify goals, objectives, themes
Share regional/local experiences/projects
2. Identify needs and challenges
3. Identify ways and initiatives for

	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY
08:00-09:00		<i>breakfast</i>			
09:00-09:30			Devotional Pedro Torres, France	Devotional Róbert Csizmadia, Hungary	Departure
09:30-10:30		10:00-12:45 Sabbath worship music, prayer sharing personal faith	Project Slam Session , 6 projects/initiatives per day		
10:30-11:15			Network Project 2020/2021 , deciding the project		
11:15-11:45			<i>break</i>		
11:45-12:45			Sermon Tor Tjeransen, Norway	THREE PARALLEL TRACKS 1. Com/Marketing, 2. Content, 3. Technology/Infrastructure <i>Goal: Overall strategy sharing</i>	
13:00-14:30		<i>lunch</i>			
14:30-16:00	Registration	Cross Media Network Project the journey report network project fathers global documentary I	THREE PARALLEL TRACKS 1. Com/Marketing, 2. Content, 3. Infrastructure Technology/ IT <i>Goal: Needs and Challenges, Synergy and Collaboration, Next steps</i>		
16:00-16:30		<i>break</i>	<i>Email break</i>		
16:30-18:30		Cross Media Network Project global documentary II book/writing module clips module Network Project 2020/2021 drafting the project	Case Studies/Workshop & Discussion <i>Method - How to/Impact oriented</i> 6 parallel per day		
18:30-19:00		<i>Email break</i>			
19:00-20:15	<i>dinner</i>				
20:15-21:15	Welcome & Keynote Sam Neves GC Com	Network Project Special SAD <i>screening feature film</i>	Network Project Special NAD SonScreen Filmfestival <i>screening documentary</i>	Closing Session Conclusion & Future	

