

Editor: The editor is responsible for reviewing and editing materials prior to release for print and marketing.

- Proof and edit Bio's and session descriptions for clarity and grammar.
- Review email campaigns prior to release.
- Review other marketing and conference materials as needed.

Program: The program team determines topics and presenters for the conference sessions and the keynote presentation.

- Work with the conference team to determine the overall conference theme and number of sessions.
- Determine focuses for sessions based upon the theme and feedback from previous conferences.
- Select and Coordinate Music/Praise Band/Conference MC.
- Do a search and selection of dynamic presenters to lead each session and provide the keynote.
- Be the main point of contact for keynote, band and presenters.
- Determine costs for each presenter/keynote for budget.
- Acquire needed information from presenters including, presentation description, bio, presentation requirements and budget.
- Provide bios and descriptions to Marketing and Website for publications.
- Assist in the development of marketing and registration materials.
- Follow up with speakers after conference with request for feedback.
- Provide speakers with composite evaluations from participant's feedback.
- Coordinate conference program plans and speaker selections with other conference teams.

Print & Marketing: The Print & Marketing Team identifies, develops and distributes the various communications and marketing products that are needed for the conference.

- Develop branding, and themes that will permeate the conference communications
- Acquire and edit text for all conference publications
- Provide creative design for all conference publications and display materials
- Develop and maintain a list of congregational contacts responsible for marketing and materials distribution to the congregations.
- Develop and produce all conference materials including:
 - Marketing Posters
 - Conference Program
 - Flyers,
 - Business Cards
 - name tags,
 - sponsor packets
- Develop a master budget for production and distribution.
- Distribute marketing packets to congregations.
- Maintain a master file of print and electronic materials for future use.
- Capture photographic materials at the conference for future marketing and archives.

Email Marketing: The Email marketing Team creates, schedules and releases the various broadcast emails used to promote programs and events and to expand the reach of the Men of His Word network.

- Develop and manage the email databases used for the campaigns.
- Prepare conference promotion email campaigns with timely scheduled releases in advance of the conferences.
- Develop Restoring the Word email campaigns to announce and promote the support of Restoring the Word projects.
- Create email campaigns announcing other Men of His Word activities such as release of videos on the website.
- Create email campaigns supporting selected Ministry Partner projects.

Social Media: The Social Media Team finds and generates quality content for posting on Men of His Word social media platforms.

- Share Men of His Word marketing campaigns through social media.
- Share ministry announcements and information on social media.
- Research sources of quality materials that are relevant to Christian men.
- Contact and network with individuals who actively generate messages on relevant topics.

Sponsorship: The Sponsorship Team prepare a campaign strategy to encourage sponsors and exhibitors to support the conference.

- Identify potential sponsor businesses, organizations, ministries and individuals to contact for conference sponsorship. (May include cash or in kind products or services)
- Prepare sponsorship documents and forms.
- Develop strategies for acknowledgement of sponsors.
- Make contact with existing sponsors, and potential additional sponsors to seek support.
- Provide revenue summaries and income reports.
- Develop and maintain a database of sponsors including contact information.
- Coordinate with the event team to plan the exhibitor table requirements.

Event: The Event Team prepares the conference location and coordinates the activities throughout the day of the conference.

- Contract with the conference venue for selected date and facility needs.
- Develop the tasks and activities to prepare and coordinate the conference day event.
- Work with the conference site to verify locations and setup for general session, registration, breakout sessions, meals, refreshments and all other requirements.
- Acquire media resources required by presenters or conference.
- Work with Program Team to support the Keynote, Band and Presenters during event.
- Determine exhibitor table needs.
- Perform follow up contact with all exhibitors requesting display tables.
- Assign spaces to each of the exhibitors at the conference.
- Assist exhibitors with any day of event needs.
- Provide evaluation materials and request feedback from exhibitors regarding their experience.

Volunteer Coordinator: The Volunteer coordinator recruits, trains and equips volunteers to fill the various support roles needed for conference operations. The volunteer coordinator works closely with the Event team to determine volunteer requirements.

- Provide information and onsite registration staffing.
- Provide session monitors to assist presenters and resolve problems.
- Coordinate the support staff and be the first point of contact when issues arise.
- Acknowledge the service of the volunteers.

AV Media: The AV Media Team records, edits and develops video materials for marketing and other ministry uses.

- Create conference promotional videos.
- Record conference keynote and selected breakout sessions at the conferences.
- Evaluate and edit videos for quality.
- Follow a consistent design standard of format of video products for release.
- Post released videos on YouTube channel.
- Coordinate with discussion guide team to segment selected videos for use with discussion guides.

Sales: The sales team is responsible for the purchase and sales of MOHW branded materials.

- Determine need and purchase stock prior to conference.
- Display and market items to conference attendees.
- Develop other marketing avenues for branded materials.

Study Guide Development: The Study Guide Development Team develops materials to supplement the use of the session videos.

- Receive formatted videos from the AV Media team for evaluation.
- Assess the content of the videos to determine if a quality study could be developed for each.
- Develop discussion questions and select Bible references that relate to the video content.
- Determine break points in the videos that coincide with the segments of the study guides. Provide the AV Media Team with necessary information to create the segmented videos.
- Perform a final evaluation of the guides and segmented video to verify the quality and accuracy of the finished product.
- Forward completed materials to AV Media and Website teams for posting.

Restoring the Word: The Restoring the Word Team develops opportunities for Men of His Word to support outreach and mission ministries with Bibles and Bible related materials and technology.

- Develop partnerships with mission and outreach ministries.
- Evaluate requests for support.
- Develop campaigns to provide opportunities for support from subscribers where needed.
- Coordinate with Email Marketing, Social Media, Website Teams to develop and coordinate promotions and collection of donations.
- Coordinate with the treasurer to distribute collected funds.

Ministry Development: The Ministry Development Team works to expand the outreach of the Men of His Word ministry.

- Target areas where the potential for large group ministry opportunities exist.
- Encourage, mentor and provide support for individuals and groups expressing interest in being part of the ministry.
- Find creative ways to use Men of His Word to support congregations in their development of men's ministries.
- Research the potential for livestreaming to remote locations.

Mission & Vision: The Mission & Vision Team focusses on sustaining and growing the ministry by monitoring the resources, opportunities and challenges of a constantly changing world. Mission & Vision provides insights into ways to make and keep Men of His Word accessible and relevant.