Going BEYOND SIMULCAST

with PRISCILLA SHIRER

2019 HOST GUIDE

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Here we go!

You did it, friend! We are delighted that you've chosen to host the Going Beyond Simulcast with Priscilla Shirer! Whether you are a seasoned Host Coordinator or this is your very first simulcast with LifeWay, you are about to take part in something bigger than you! In just a few short months, thousands of women will gather in churches and living rooms across the globe for one purpose - to seek and hear from the Lord! And you, as the Host, get a front row seat to it all. Are you ready?

Before you begin planning and promoting, we urge you to sit at the feet of Jesus and pray about your event.

Ask yourself:

- What kind of leader do I want to be?
- Is there someone I can bring alongside me to mentor during the process?
- How can I use this event to unite Christians in my city?
- What can I do to invite those who don't know Jesus?
- How can this event serve as a catalyst for something bigger in my church/community?

Lord, I ask you to help me as I plan this simulcast event. Give me Your eyes to see who to involve and what needs to be done. Help me to recognize what You are doing throughout the planning. Remind me of what is important, and give me the creativity to reach out and draw others to You.

Go Little or Go Big

Now, let's decide how you want to go about this. The beauty of the simulcast is that you can go as little or as big as you want and either way will be just fine! The following are only suggestions for what you can do to make sure your event is successful:

GO LITTLE

- ☐ Participate in the Mandatory Simulcast Test on Friday, April 5th, sometime between 4:00 p.m. - 8:00 p.m., CT, for at least an hour to make sure your connection is working well.
- ☐ Promote your simulcast via social media/word of mouth.
- ☐ Connect your computer to the internet (we recommend hardwiring your connection verses using WiFi).
- ☐ Make sure you have enough comfy seats for everyone that's attending.
- ☐ If you're hosting a small group, be sure to count all the heads in the room and register any walk-ins at the Individual rate of $20 after the event at LifeWay.com/GBSimulcast.
- ☐ Tell everyone they're on their own for meals!

You can stop here if you want to! It's that simple.

GO BIG

But if you *want* to GO BIG, you don't have to go it alone!
We're here for you every step of the way.

step one
CASTING A VISION

As the Host Coordinator of the simulcast, you are the leader of the event at your location. In order to lead well, it is important to determine your vision for the event. Consult your church leadership about the purpose of offering the event. Is it just for the women in your congregation? Do you want to open it up to the public? Are you partnering with other churches? Developing a vision for the WHY of your event is essential to hosting a successful simulcast.

Spend time praying that God will give you a clear mission you can refer back to during the planning process.

ACTION STEP

Meet with your church leadership to determine the vision for your simulcast event. Consider inviting your Pastor to greet the women at your simulcast and see the ministry taking place on event day!

step two

SELECTING YOUR SIMULCAST STREAM

2 WAYS TO WATCH

LIVE STREAM
Stream live from Mobile, AL, CT

DVR
Watch at your own schedule

Live Streaming vs. DVR

The live location for this event is in Mobile, AL. Our schedule is based on Central Time. The simulcast will begin at 9 am CT. If you are in the Eastern Time zone, the event will begin at 10 am ET. If you are joining us from the Mountain or Pacific time zone, you are able to utilize our DVR functionality that allows you to start the event later and use the fast-forward, rewind, and pause functions. We will have a Mandatory Test on April 5th, 2019, from 4:00 pm - 8:00 pm CT. Make sure to mark your calendars so you can test your connection and practice using the DVR feature (if applicable).

30 Day Digital Pass

Your simulcast registration includes unlimited access to the simulcast for up to 30 days after the event. If you have a conflict on the day of the live event, you will have until May 6, 2019 to host your event. If you select this option, the event content will be chapterized and available on-demand. The media loop, breaks, and lunch break will not be included. You will still be streaming the event over the internet, but it will not be a live broadcast. Some of our simulcast hosts use this additional 30 days to host a "second chance" simulcast and invite those who missed the first showing to join you for a smaller gathering. Others opt to break the simulcast down into sessions showing one session a week instead of hosting an all-day event. The options are endless! Get creative! Please note that if you host during the 30 day extension, you will not have live event support, but you can contact our team during normal business hours.

Interpretation Options

All of our simulcast hosts also have the option of selecting additional interpretation for the simulcast. You can choose to offer one or multiple streams at your location. However, please note that using two streams can significantly impact your bandwidth. You will want to make sure that your location can support two streams simultaneously. We recommend a minimum continuous download speed of 10mbps. No extra steps are required to access these interpretations. On Simulcast Day, you will simply choose which channel you want to watch by clicking on the button which corresponds with that channel. We offer the following streams, free of charge:

- **American Sign Language** - interpretation for both worship & teaching; will see both Priscilla's picture and a box with the interpreter throughout the event
- **Spanish** - interpretation of teaching only; voices will be dubbed on top of Priscilla's voice
- **Open Captioning** - words spoken during the simulcast will be shown on the bottom of the screen throughout the event for those with hearing difficulties

ACTION STEP

Determine if you will be live streaming your event or if you will utilize the DVR or 30 Day Digital Pass. Next, determine whether or not you will utilize any of our free interpretation options.

step three

CHOOSING YOUR SIMULCAST LOCATION

Every host location is different. Some hosts stream their event in their church sanctuary, a fellowship hall or gymnasium, and some even use movie theaters or living rooms! As you are planning your simulcast, think through the following:

1. Is your simulcast only for the women within your church or are you opening it up to your community? How many do you think you should plan for?
2. Is the room large enough for your anticipated attendance? Will women feel over-crowded in the room?
3. Will the room feel "empty" if you do not have the number of women you are anticipating? Are there any seats that have an obstructed view of the screen?
4. Will you serve lunch in this room or move to another location for lunch and/or breaks?
5. Do you have the ability to make changes to the room for your event? ie. move tables, bring in additional chairs, lower lights, etc?
6. Do you have space for women to come forward for prayer?

As you consider where to host your event, keep these questions in mind!

ACTION STEP

Determine "who" your audience is and where you will host your event!

step four

BUILDING A SIMULCAST TEAM

Build relationships . . . Build a team

Hosting a simulcast is a fantastic way to build up a women's ministry team, involve those who aren't plugged in, and foster relationships with younger women in your church! Resist the temptation to try to plan this all on your own, and use it as an opportunity to build relationships!

HERE ARE A FEW SUGGESTED ROLES FOR YOUR SIMULCAST TEAM:

1. Host Coordinator

- Enlist team members to help you plan the event
- Work with LifeWay in preparing for the event
- Review newsletters on the host website
- View Hostcasts on the host website
- Communicate pertinent information from LifeWay to your simulcast team

2. Prayer Team Leader

- Enlist a group of women to pray for the event on a regular basis
- Meet with other churches who are participating in your event and join together in praying for the event
- Reach out to women who are not connected to a local church and those who don't know Christ
- Enlist a group of women to be Encouragers and pray with women during the Prayer Experience
- Develop a follow-up plan for connecting with and discipling women who accept Christ or those who are interested in knowing more about your church

3. Publicity Team Leader

- Develop and implement a promotion strategy to spread the word in your church and community using local radio, newspaper, banners, signs, etc.
- Assign individuals to promote the event through a variety of social media outlets (ie: Twitter, Facebook, Instagram, blogs, church website, etc.)

4. Facility Team Leader

- Reserve rooms and audiovisual equipment needed for the event
- Communicate with custodial staff throughout the event
- Hang appropriate signage in your facility
- Enlist and lead a set-up and clean-up crew
- Designate a counseling room near the auditorium to talk with individuals who make a decision, or who are in need of additional encouragement and prayer.

5. Registration Team Leader

- If your church is selling tickets, plan to handle ticket sales, on-site registration, and/or online registration
- Print tickets as needed
- Setup registration table at event

6. Hospitality Team Leader

- Plan event concessions (optional)
- Enlist concession workers
- Enlist volunteers to serve as ushers, greeters, pass out programs, and help attendees who might need special assistance

7. Technical Team Leader

- Communicate with LifeWay about technical issues
- Conduct test with LifeWay several weeks prior to simulcast day
- Verify that all equipment is properly working on simulcast day
- Confirm an audiovisual staff person who will be available at the church throughout the day of the event

8. Photographer (optional)

- Consider enlisting someone with a gift of photography to capture your day with pictures This will help you reflect back after the event is over
- Post photo on the LifeWay Women Facebook page so we can show your group during the simulcast

9. Event Store Leader (optional)

- Handle all aspects of selling T-shirts, Devotional CD's, and more during your event

ACTION STEP

Prayerfully consider which roles you will utilize and ask God who He has for each person on your team.

step five

PLANNING YOUR SIMULCAST EVENT

Building a Budget For Your Simulcast

Do you want to know how to budget well for your simulcast? One of the secrets to planning a successful event is to budget for a smaller audience than what you anticipate. This will help you to maintain a healthy budget for your event. A good rule of thumb is to plan for 10% of your registered attendees not to show for one reason or another! While we cannot guarantee this, many event planners find this to be a helpful planning tool.

Also, consider utilizing the following to help subsidize your cost:

T-SHIRTS

We sell discounted T-shirts to our hosts to sell at their event. You can purchase these for $12 each and set your own retail price at your event. Our hope is that this will help you recoup some costs of hosting. T-shirts will be available around March 1.

One of the secrets to planning a successful event is to budget for a smaller audience than what you anticipate.

FUNDRAISERS/DONATIONS

Communicate with everyone in your church about the magnitude of this event and the opportunity for ministry. Consider other fundraising opportunities such as women's ministry bake sales, chili cook-offs or a variety of other fun fundraising opportunities!

SPONSORSHIPS

Consider partnering with local businesses to swap exposure for your event and their business. You could enlist a local restaurant to provide the lunch for your event and promote their restaurant in your announcement time or allow them to set up a booth on-site.

Registration

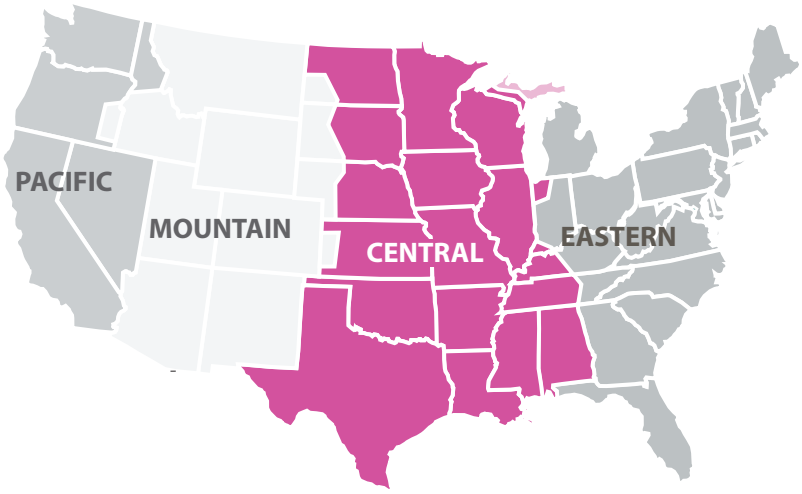
Each host can decide if they will sell tickets to their simulcast, and will determine their own event ticket price. We strongly encourage our hosts to notify other Women's Leaders in area churches and let them know that you will be hosting the simulcast event. Consider how ladies from other churches can not only attend your event but be involved throughout the planning! Could ladies from other churches sign up to be volunteers or meet to pray for the event over the course of the next few months? You could also plan to create a Bible study sheet highlighting any local area Bible studies that will be offered after the simulcast. This is a great way to partner together and reach outside of your church and into the entire community!

When you begin selling and/or distributing tickets prior to the event, it is beneficial to secure names of the people that are purchasing and/or receiving the tickets in case they lose or forget their ticket. Your location can determine how you are going to handle your registration.

ACTION STEP

Consider possible funding opportunities and registration options with your team.

EVENT SCHEDULE



The event will be streamed from the Central time zone. Use the grid below to determine the schedule at your event location. You may begin your event at a more appropriate time based on your time zone. You will not need to login at the time the event starts. You will be able to login and "rewind" the event back to the beginning using our DVR functionality. You may practice using this feature during our Hostcasts and Mandatory Testing.

Saturday, April 6	PACIFIC	MOUNTAIN	CENTRAL LIVE	EASTERN
Media Loop	6:00 am	7:00 am	8:00 am	9:00 am
Host Site Announcements	6:50 am	7:50 am	8:50 am	9:50 am
Event Begins with Worship	7:00 am	8:00 am	9:00 am	10:00 am
Personal Prayer Experience	7:30 am	8:30 am	9:30 am	10:30 am
Session One	8:00 am	9:00 am	10:00 am	11:00 am
Ministry Opportunity	9:15 am	10:15 am	11:15 am	12:15 pm
Lunch	9:30 am	10:30 am	11:30 am	12:30 pm
Worship	10:45 am	11:45 am	12:45 pm	1:45 pm
Prayer Experience	11:15 am	12:15 pm	1:15 pm	2:15 pm
Session Two	11:45 am	12:45 pm	1:45 pm	2:45 pm
Break	12:45 pm	1:45 pm	2:45 pm	3:45 pm
Worship	1:15 pm	2:15 pm	3:15 pm	4:15 pm
Session Three	1:30 pm	2:30 pm	3:30 pm	4:30 pm
Closing Worship	2:25 pm	3:25 pm	4:25 pm	5:25 pm
Event Concludes	2:30 pm	3:30 pm	4:30 pm	5:30 pm

Lunch & Breaks

We encourage you to have refreshments available prior to the event and during the afternoon break. This is a good opportunity for both men and youth in your church to serve. Encourage your youth ministry to use concessions as a way to raise support for an upcoming mission trip or another great cause! Your church can choose to provide lunch for participants as part of their registration or participants can go out to eat. However, we recommend you try to feed the ladies on-site so they can continue connecting with one another. The lunch break is a great opportunity to share about upcoming events or Bible studies your church is hosting. Door prize drawings are also fun!

ACTION STEP

Have a well-thought out plan for lunch and snacks.

Enlisting Volunteers

Enlist volunteers along the way. Plan to complete your volunteer enlistment about one month prior to the event. About two weeks prior to the event, communicate with volunteers on what time to arrive on event day for training and assignment details. We suggest that you designate reserved seating for all volunteers.

GREETERS (at least two volunteers at each entrance)
These volunteers will be taking tickets and handing out programs to attendees as they enter the building. The number of Greeter Volunteers you need is dependent on the number of entrances you have into your facility.

WILL CALL AND REGISTRATION (2-3 volunteers)
These detail-oriented volunteers will sell tickets, answer questions concerning lost tickets, and help attendees with Will Call tickets.

SPECIAL NEEDS (2-3 volunteers)

These volunteers will identify special needs guests and assist them with getting seated comfortably.

CONCESSIONS (determined by church, depending on number of locations)

Concessions are optional. If needed, this is an area that could help offset the cost of hosting the simulcast. This would be another great opportunity for men or students in your church to serve!

EVENT STORE (if you purchase T-shirts)

Event Store Volunteers will assist with the sales during the event. Duties include restocking product, accepting payments, and answering questions.

ENCOURAGER VOLUNTEERS (1 volunteer per 10 attendees)

The role of the Encourager is one of the most rewarding roles of the event. Please assign women to be Encouragers who have a passion or a gift for praying with women and offering Biblical encouragement. Encouragers may also be a part of your Prayer Team. You may want to use these same women to volunteer in other ways such as greeting, receiving tickets, and assisting with T-shirt sales, or you may want them to strictly be Encouragers. You make the call. Please have the Encouragers arrive early the day of the event. We suggest you to pray as a group before the event and possibly even split up to prayer walk throughout the church prior to the arrival of your guests. The Encourager's main role will be praying with women who come forward during the Prayer Experience. We encourage you to pray together often in advance of the simulcast. Ask God to make Himself known!

ACTION STEP

Enlist volunteers and pray over your team.

Prayer Experiences

PERSONAL PRAYER EXPERIENCE - Part One (9:30 a.m. CT)

Following a Spirit-filled time of worship, Priscilla will invite the attendees to fill out a prayer request card that will be included in the program.

As attendees come forward with their requests, the Encourager steps into a sacred space with that person. Some will come forward just to leave their request and pray alone. Others will want someone to pray with them and for them. The Encourager simply says, "Hi, my name is _____, what's your name? How can I pray for you?" The rest is a work of the Spirit and we believe He desires to work mightily in the lives of the women who attend your event.

After allowing several minutes for prayer, Anthony will resume with worship. Priscilla will have instructed the women to leave their request cards at the altar (by altar we mean the front of whatever room you are gathered in) at this time. Instruct your Encouragers to gather the cards.

PRAYER EXPERIENCE - Part Two (1:15 p.m. CT)

The prayer experience is a beautiful expression of the Body coming together and bearing one another's burdens. It has been Priscilla's experience that most requests fall within one of several categories: Marriage, Health, Addictions, Family, Infertility, Strongholds, & Finances. Taking one category at a time, she will invite anyone to stand who has found victory or peace in that particular area as a visual testimony that God is still about answering our prayers. She will then invite those struggling in that particular area to stand. Next, she will ask the women who stood first as a testimony of God's victory to go to the women in need of prayer and pray for them. Ladies surrounding her can also join in prayer even if they haven't walked through that particular journey! Priscilla will conclude this segment of prayer with corporate prayer and then ask the women to be seated. This pattern will repeat itself for each category. It is recommended that if you anticipate your group to be under 100, have your Encouragers ready to pray for the women who stand for prayer.

LifeWay will post scrolling Scriptures on the screens during this time and you will still hear the music. For small groups, the prayer time can sometimes feel lengthy. Use your discretion during this time as to when/if you want to turn off your screens and have a short break or create a special prayer time for your group.

Video footage from a past Prayer Experience will be posted on the host website to help you anticipate what this time might look like this year.

Ministry Opportunity

It would be a shame to have so many thousands gathered to not make an impact for the Kingdom. At the Going Beyond Simulcast, we get that opportunity. Each year Priscilla selects a ministry to highlight during the simulcast. Right before the lunch break, information will be shared about the ministry she has chosen. More information will be shared in upcoming newsletters and host casts. Details will also be included in the program.

ACTION STEP

Pray for thousands of women to make an impact through the ministry opportunity.

Programs

Small and Large Church hosts will automatically receive printed programs with their registration. Small churches will receive 50 programs, and larger churches will receive 100 programs. While the programs do not contain an outline of the event, they do provide a keepsake for ladies to write notes from what they learn during the event! If you would like to purchase additional quantities, please visit the host website.

Canadian hosts will be responsible for taxes + duties of programs, so receiving and/or ordering programs is optional. Canadian hosts will be contacted by LifeWay to see if they would like their programs or not.

About a month before the simulcast, a free downloadable version of the program will be available on the Host Website for anyone to print copies as needed.

ACTION STEP

Plan how many additional programs you may need and whether or not you want to provide any additional materials to the ladies at your event.

step six

PROMOTING YOUR SIMULCAST

Promotion is vital to the success of your simulcast. To get started, invite women's ministry leaders to attend a special gathering. At the meeting, cast the vision and invite your guests to partner with you in offering the simulcast to your community. Help them understand your vision and ask for their partnership in providing volunteers, prayer, etc. We hear from many of our hosts that the unity among churches is one of the most rewarding aspects of hosting!

LifeWay has an online library of promotional materials that you can customize with your own information. All of these promotional materials are only available in electronic form on the host website. When thinking about promotion, try thinking about it from different angles: promotion within your church and promotion within your community.

1. Promoting within your church

- Meet with or deliver posters and flyers to your Sunday School/small groups. Put posters up in the classrooms and leave flyers behind.
- Hang posters on the backs of bathroom stall doors.
- If your church allows it, place posters in the atrium, foyer, and doors leading into the sanctuary and outside your children's classrooms.
- Meet with your sound crew and provide them with the presentation slide to show before morning worship begins.
- Ask your pastor if it is possible to make a brief announcement from the pulpit about the event.
- If your church has a member email list, consider sending the women an email inviting them to the simulcast.
- Deliver flyers to the children's department/nurseries and ask the teachers to place them in the children's diaper bags or with the items the children are taking home.
- Place an announcement in your church newsletter.
- Print off the flyer and use as a bulletin insert.
- If your church is hosting other events on campus, pass out flyers at the door.
- Ladies Bible study groups – encourage them to invite unchurched friends to the event.

2. Promoting within your community

Consider taking posters to:

- Community centers, local ministries, libraries, Christian schools
- Your children's sporting events – pass out flyers at the gate
- Contact your denominational state leaders or other churches in your denomination and partner with them
- Take a poster to your local Christian bookstore and ask them to hang it in a visible area
- Talk to your local Christian radio station about promoting your simulcast event and location
- Many community newspapers will place ads for churches for free!
- Take posters and flyers to other churches in your community and invite them
- Social media is one of your most important tools in spreading the word about your event. Make sure your team is utilizing the share squares on social media to promote your event to your church and your community (Twitter, Facebook, Instagram etc.)

ACTION STEP

Assemble a promotional team and assign tasks.
Pray over who God wants to attend your event.

step seven

THE DAY OF YOUR EVENT

Announcements

At 8:00 a.m. CT, the broadcast will begin with a Media Loop, which is scrolling videos and information from LifeWay. This is a great time to make any final adjustments to your audio, lighting, etc. At 8:50 a.m. CT, we recommend you mute or turn off your screens so you can make local announcements. A countdown clock will be on the screens to help you know how much time remains before the event starts. This is the time to give instructions about lunch, restrooms, upcoming Bible studies and more! At 9:00 a.m CT, the event will begin with worship from Anthony Evans and Priscilla will begin leading the first Prayer Experience.

ACTION STEP

Decide who will make announcements and make a succinct list to share.

Technical Production Sheet

LifeWay will post a Technical Production Schedule a week or two before the event. This will help your team to anticipate the flow of the event throughout the day. It will be posted on the host website. You will be responsible for sharing this information with your Technical Coordinator since they will not receive any information directly from LifeWay.

ACTION STEP

Provide schedules to your simulcast team and technology leaders.

Attendee Evaluations

If you would like feedback as simulcast host, print & distribute the Attendee Evaluation form from the host website. You may send these back to us by scanning and emailing them or you may mail them to us.

TO SCAN AND EMAIL, SEND TO:
DigitalPassSupport@lifeway.com

TO MAIL, SEND TO:
LifeWay Christian Resources
Attn: Darilynn Keith
1 LifeWay Plaza
Nashville, TN 37234

ACTION STEP

Print evaluations for your attendees, and plan to send copies back to LifeWay.

step eight

AFTER YOUR EVENT

Host Evaluation

A link to the evaluation will be sent to you in an email after the event. Please complete the online Host Evaluation & tell us about your experience hosting a LifeWay simulcast. Your evaluation will serve as an entry to win a FREE Simulcast for your church next year!

Follow-up

As you plan your event, pray for the best way to connect with women after the simulcast. Do you have a way of inviting them again next year?

step nine

SUPPORT FROM LIFEWAY

TECHNICAL SUPPORT

LifeWay has provided a Technical FAQ to answer the most frequently asked questions regarding technology. To find this information, login to the host website and click 'Help' in the upper right hand corner of the webpage. To ensure a successful event, plan to test with LifeWay several times leading up to the live event. LifeWay has scheduled multiple testing times for your convenience. For a full listing of test times please visit the host website.

LifeWay's Technical Support team is also available to help you before the simulcast! You can reach them at 866.713.3512. More information will be shared about Event Day Support as we draw closer to the event.

PLANNING SUPPORT

HOSTCASTS

We will have three online training Hostcasts designed to help encourage and prepare you for the simulcast. We will also hear from Anthony Evans and Priscilla Shirer during these special trainings. Dates and times can be found on the host website. Mark your calendar and plan to join us! If you can't join us live, they will be archived on the host website for later viewing.

ONLINE COMMUNITY SUPPORT

A special Facebook group has been created exclusively for our Host Coordinators. This is a great place for tips and encouragement from other simulcast hosts! To join the group, log-in to the host website and look for the link to join! Make sure you answer the qualifying questions to be approved!

REGIONAL SIMULCAST SPECIALISTS

On the Contact page of the host website, you'll see a listing of our volunteer Regional Simulcast Specialists. Make sure to connect with your Specialist in your state so she can help you as you plan your simulcast!

step ten

WHAT'S NEXT?

You don't have to wait another year to continue the momentum you've created! Will you launch new groups after the simulcast? Will you start a new Bible study? Prayerfully seek what God would have you do to continue investing in the relationships cultivated through the simulcast!

2020 SIMULCASTS

Registration for 2020 Going Beyond Simulcast will open in May 2019 at LifeWay.com/GBSimulcast. Make sure to register early so everyone in your community will know you are planning to host again next year!