

DISCOVER AND EMBRACE

# God's created design

AND MISSION FOR YOUR LIFE!



# EVENT PLANNING 101

## INTRODUCTION

Whether you have a vision to host an evening event, a weekend retreat, or a small group study for the women in your church, we can help. We have materials you can use to create the perfect **True Woman Event**.

Our **free kit** provides everything you need to plan, prepare, and host an event. You will find **customizable event schedules, themes, discussion questions, listener guides, optional features, and promotional materials** to make this event your own. Choose your premiere speaker lineup from previous True Woman Conference messages that are available for purchase on DVD, free video streaming, or download.

We pray God will use these tools to bear much fruit in your ministry! May God pour out His richest blessings on you as you host your very own True Woman Event.

## VISION

When planning a True Woman Event, we encourage you to integrate messages and music to develop a cohesiveness and flow that will result in the overall impact being even greater than the individual parts.

Ultimately, the goal is not to entertain women, inspire them, or lay more content on them. Believe God to penetrate and pierce hearts, grant the gift of repentance as needed, and sow seeds that will bring about lasting transformation. We have intentionally structured the True Woman messages to provide opportunities to “take it home” and call for some sort of personal response after the messages.

## GETTING STARTED

We’re so excited you are considering hosting a True Woman Event! We encourage you to **gather a team** that has a passion for the women you are trying to reach. Keep your scope broad. Include visionaries, prayer warriors, detail/task-oriented people, women of various ages. This is a team. It is important for all of you to be on the same page and seek God together for what He wants to do in the hearts of those who attend.

Then seek the Lord’s guidance together for a specific vision for your event. The True Woman Event Kit contains a variety of messages that will cater to women of all ages and stages of life, along various themes. The main categories the messages fall under include: **Seeking Him for Revival, Understanding True Womanhood, Living Out True Womanhood, and Topics for True Womanhood.**

For more information, download the “Event Starter Guide” under Step 1 on the [True Woman Event Kit](#) page.

In addition to seeking out a theme, you will need to determine what kind of event you are hosting: a small group, an evening event, an overnight event, or a three-day conference. A variety of structures are detailed in the “Event Schedules” under Step 2 on the [True Woman Event Kit](#).

## COMMITTEES

While you will work together as a team, it will be helpful to divide the main responsibilities among your group. Suggested areas of responsibility include:

- Leader
- Worship
- Food
- Registration
- Advertising
- Prayer
- Décor
- Audio-visual
- Volunteers
- Giveaways

## BUDGET

One of the first items to discuss is a budget. This will help determine what to charge for the conference. It will also determine the level of quality you bring to the event.

Begin this process by asking these questions:

1. Will the church subsidize any of the cost?
2. Will individuals donate to this event? If so, how will you make the need known?
3. Will you have an early registration discount?
4. Will you provide scholarships to those who are unable to pay? How will you determine who qualifies? Will you subsidize the whole cost or a portion?
5. Will you bring in a speaker or watch videos? If so, travel costs, food and lodging costs, and an honorarium need to be included in the budget.
6. Will you provide a lunch? Breakfast? Snacks? Beverages?
7. Will you provide a gift bag of resources for the attendees?

Once you have clarity on your budget items, then you need to decide how you want to handle these specific areas:

- A. Food—If you choose to include food items, there are many options:
1. A lunch can be provided from a caterer or local restaurant.
  2. A lunch can be made in-house by a team.
  3. A light breakfast can include items like muffins, donuts, sweet breads, fruits, granola bars, and drinks.
  4. Decide on the drinks you will have available. These can include water bottles, sodas, juices, coffee, or tea.
  5. Decide if you will have snacks available.
- B. Gift Bags—One way to make your event memorable is to include a gift bag for each registrant. Items can include:
1. Bag
  2. Water bottle
  3. Kleenex
  4. Reading materials—*Revive Our Hearts* has many pamphlets and booklets that make great giveaways.
  5. Program (include empty pages for notes)
  6. Pen
  7. The True Woman Manifesto
  8. Nametag
  9. A small item that reinforces your theme
  10. Snack items
  11. Church map
  12. 3x5 card for a prayer request
- C. Décor
1. Items used to decorate the stage
  2. Banners
  3. If you use a lunch room, will you decorate the tables?
- D. Miscellaneous items
1. Postage costs
  2. Printing costs
  3. Signs
  4. Custodial
  5. Church rental

## CHOOSING THE SPEAKER(S)

Next, you will need to decide whether you wish to invite speakers or use True Woman Conference messages. If you wish to invite a speaker for your event and don't know where to look, we've have a list of speakers endorsed by *Revive Our Hearts*.

If you bring in a speaker, you will need to add to your budget travel expenses, lodging, meals, and an honorarium.

It is customary to fly in a speaker from their nearest airport and then provide transportation on your end. If the speaker is driving, you should plan on re-

imbursing their travel at the current federal cost per mile. (At the time of this writing the allowance is \$.55 per mile.)

## PLANNING YOUR PROGRAM

A conference requires detailed program planning, but we encourage you not to be slaves to the program. We hope that you ask God to visit you with His presence throughout your event. So be sensitive to how the Spirit may be moving and to any adjustments that may need to be made to the program.

In the “Event Schedules” in the True Woman Event Kit, there are several options. We encourage you to pick one that is suited to what you are trying to accomplish, and then adjust it to make it your own. Approach these recommendations as a guide.

You will need to choose an emcee for your event. This person must be comfortable on stage, flexible, and sensitive. She will need to understand the big picture and vision of what you are trying to accomplish. She will also need to understand all the parts of the program. Her goal should be to smoothly tie all the pieces together and be able to bring everything to a practical conclusion. Her ultimate role is to help people hear what God is saying to them and then make time, space, and a comfortable atmosphere for each person to respond to God in prayer, commitment, and reconciliation.

You will also need to choose a worship leader for your event.

Before your event, be sure to create a written program that you can give each attendee. It is helpful to include blank, lined pages for note taking. It’s a great idea to include a thank-you page to all who have volunteered their time and services.

## PRAYER

We encourage your leadership team to pray **extensively** both before the event and throughout it. Your event will only be effective if God’s power is behind it. Pray as hard as you plan. This can take many forms:

- Have corporate prayer, crying out to the Lord as you lead up to the conference. “All is vain unless the Spirit of the Lord comes down.”
- Ask your speaker(s) to join your prayer times via phone.
- Pray through the names of registrants.
- Recruit a band of “praying men” to be present on site throughout the weekend. These men can intercede on behalf of the women and pray through prayer request cards.
- Include a prayer room to be open throughout the weekend where women can pray with a prayer partner.

Isaiah 64 is a great prayer guide:

- Verse 1—May God extend His mercy and do a work to transform us.
- Verse 2—Just as water is physically transformed when it boils, may women’s hearts be transformed as a result of what God has done.
- Verse 3—May God do the unexpected.

Psalm 145

- Verse 2—Thank God daily for what He is going to do.
- Verse 4—Pray that our changed lives will cause others to speak of God’s awesome acts.

## WORSHIP GUIDELINES

You will need to decide if you will have a worship leader or a worship team for your event. Here are some guidelines for the leader to keep in mind as she plans.

1. As a leadership team, pray and ask others to pray for:
  - a. The right mix of musicians, for their heart preparation for leading worship and for their health to be able to practice and play/sing the weekend of the conference.
  - b. For the selection of songs before and after each segment of teaching time.
2. Once the schedule has been determined, go through songs to see how the Holy Spirit leads for what to include in the play lists for each segment.
  - a. Include songs that the musicians and congregation know well.
  - b. Include a mix of upbeat and contemplative songs.
3. If you choose songs that are not familiar to the congregation, include them in the Sunday morning worship for several weeks before the conference so the group can learn them.
4. Often fifteen to twenty minutes of music is good before each teaching segment, using one of the songs as a postlude after the segment.
5. It is often helpful to begin with more upbeat songs and move to more contemplative songs.
6. Incorporate Scripture passages between some songs to help women prepare their hearts for the teaching to come.

## FACILITIES

You need to decide whether your facility will work for your event. If you choose to open your event to several churches in your area, will it be able to accommodate your needs?

Decide which rooms will be needed to accomplish everything you desire.

1. Main meeting room  
Decide if and how you will decorate the stage. You also need to know what audio-visual items are required.
2. Resource center  
If you decide to provide resources for sale, choose a location close to the meeting room that has plenty of space to spread out tables and materials so women can see what is available.
3. Prayer room  
In order for women to have a quiet place to think, pray, meditate, and respond to the promptings of God, you will need a room close to the meeting room.
4. If you choose to provide a meal, decide where in the facility people will be able to eat. Preferably, this should be a place where you can set out tables and chairs. If you prepare the food instead of catering it, you will need kitchen facilities.
5. Registration area  
You'll need a place that is in the "traffic zone" for your registration and information tables.
6. Men's prayer room  
If you have a men's prayer team during your event, you will need a room specifically for this purpose.
7. Coordinate with your church for an AV technician(s). Someone will need to know how to coordinate all microphones, DVDs or streaming of messages, and PowerPoint.
8. Coordinate with your church how to handle all room set-up, tear-down, and custodial services.

## ADVERTISING

Your committee will want to plan an advertising strategy. Some suggestions include:

1. Have a woman who has been to a True Woman Conference share a testimony on a Sunday morning.
2. Advertise on your church's website.
3. Advertise on your local radio station and in the newspaper.
4. Use print marketing. Downloadable and editable posters, flyers, bulletin inserts, postcards, and envelope stuffers are available on [TrueWomanEventKit.com](http://TrueWomanEventKit.com).
5. And of course, word of mouth is the best!

## REGISTRATION

Before you begin registering attendees:

1. Set a price (if you have one). Decide if you will have an early registration and a walk-in price that are different from the regular price.
2. Decide what information to collect from registrants. Some possibilities are:
  - a. Name
  - b. Address
  - c. Phone number
  - d. Email address
  - e. Church she attends
  - f. Special needs, such as hard of hearing or disabled. (You may need to have an easy access area at the front of the room.)
  - g. Sign-up for the 10-Day Heart Prep (located at [TrueWomanEventKit.com](http://TrueWomanEventKit.com))
3. Determine when you will begin to accept registrations, the date of your early cut-off, and when you'll stop taking registrations.
4. Determine how you will accept registrations.
  - a. Through the church website
  - b. Registration table
  - c. Mail
  - d. Phone
5. Decide if you will be sending out follow-up information before the conference. A basic letter could be:

Thank you so much for registering for [name of conference] at [location]. We are anticipating what the Lord is going to do in each of our hearts and lives. We are praying and planning for a wonderful time together. Please join us in praying for:

- Our speaker [name(s)] as they prepare to bring God's message of biblical womanhood to us.
- The conference attendees who will be making arrangements for things to be cared for in their homes.
- The Lord to give us a hunger and thirst to know Him more.
- God to give each of us an understanding of and a longing for the beauty of true womanhood, igniting in us a desire to be obedient to His Word and apply His truth to our lives.

If you haven't signed up to receive the 10-Day Heart Prep, it's not too late. You can sign up by \_\_\_\_\_.

Attached is a map to the church and a list of hotels in the area.

Opportunities to Serve:

There are many places where you can use your gifts to help make this conference a special event:

1. Greeter—We need people to help greet and seat our guests, be available to answer questions, and hand out gift bags to the attendees as they arrive. If you're willing to serve in this capacity, please contact \_\_\_\_\_ at \_\_\_\_\_.



2. Food—If you would be willing to contribute \_\_\_\_\_, please contact \_\_\_\_\_ at \_\_\_\_\_.
- Registration—We need a few women to help at the registration table before each day's event. If you're interested, please contact \_\_\_\_\_ at \_\_\_\_\_ (contact information).
4. Gift bag assembly—If you're willing to help assemble gift bags for attendees, please contact \_\_\_\_\_ at \_\_\_\_\_.

When you arrive for the conference, please go to the registration table to receive your nametag, which will identify you as a conference attendee. The table will open at [time] on [date], with the main session beginning at [time]. On [date] the registration table will open at [time] and the main session will begin at [time]. Your registration includes admission for all sessions, a conference bag, and a lunch on Saturday.

Please remember to bring your Bible.

For more information or if you have any questions, please call our church office at [number] or email \_\_\_\_\_. To discover more about the True Woman Movement, you may visit their website at [TrueWoman.com](http://TrueWoman.com).

Optional: Include bios of the speakers for your sessions. Images and bios can be found in the True Woman Event Kit.

## 10-DAY HEART PREP

In the True Woman Event Kit there are twenty-one devotionals you can use to encourage women to prepare their hearts before the event. Have your women sign up to receive the emails on the email sign-up form on [TrueWomanEvent-Kit.com](http://TrueWomanEvent-Kit.com).

## VOLUNTEERS

Actively recruit volunteers to help with your event through:

- Stuffing gift bags
- Helping at the resource table
- Running the registration table
- Helping in the Prayer Room
- Providing food, such as muffins, baked goods, or snacks
- Providing housing for out-of-town guests
- Set-up
- Tear-down
- Clean-up
- Purchasing items for gift bags
- Praying men

- Creating décor
- Greeters
- Underwriters

## THE NIGHT OF THE EVENT

### REGISTRATION TABLE

You'll need to set up a table near the main room for walk-in registrations and to answer questions. You may wish to send all the women through the registration table to fill out a nametag and check their ticket.

### GREETERS

Greeters should arrive a half-hour before registration opens. If you are checking in at the registration table, the greeters need to get registered first.

Each greeter should be assigned a specific door, warmly welcome attendees and offer assistance.

If your event is ticketed, a greeter can collect tickets as women arrive. If you have gift bags, greeters can hand them out.

If you have a nametag in the bag, the greeter can encourage each person to fill it out and wear it.

### PRAYER ROOM

We encourage you to set aside a quiet place where people can respond to God. This room should be easily accessible from the conference room.

Assign volunteers time slots to staff the prayer room. Reserve seats in the conference room for your prayer team volunteers that make it easy for them to get in and out of the room.

Be sure to have a training session with your volunteers. Go over time slots and locations. Encourage volunteers to approach women to ask if they can pray with them.

Have your training session plenty of time before the conference so you can encourage your volunteers to spend concentrated time praying for:

- God to do a mighty work
- The speakers
- Attendees
- The leadership team

Give your volunteers verses for common issues women face. Some of these can include:

- Anger and bitterness (Eph. 4:31-32)
- Anxiety, worry, fear (1 Pet. 5:6-7; Ps. 34:4)
- Depression (Ps. 43:5; 46:1)
- Forgiveness (Dan. 9:9; Ps. 130:3-4; Col. 3:13)
- Grief (Ps. 31:9-10; 147:3; John 14:1)
- Repentance (Rom 3:10, 23; 10:9; 1 John 1:9; Eph. 2:8-9)

Make the room comfortable and inviting. Arrange chairs in small circles and put a Bible and a box of Kleenex in each circle. You might also have water and cups available.

Be sure to post a Prayer Room sign outside the room and mention this room repeatedly from the platform during your event.

## **MEN'S PRAYER ROOM**

Recruit men to pray throughout the conference. Some men can pray for the whole conference, others for an hour. No matter how long they pray, it's a huge blessing to have men lift up the women in prayer.

Provide a 3x5 card to each woman. This can be in their gift bag, or greeters can hand them out as women arrive.

Announce at the beginning of the conference that men are available throughout the conference to pray for them. Encourage each woman to write a heartfelt, specific prayer need on her card (anonymously). Have baskets available at the back of the auditorium for the women to leave the cards.

## **POWERPOINT**

PowerPoint slides before the conference begins might include:

- Follow-up information
- Information about your church
- Information about *Revive Our Hearts* and True Woman
- Any resource specials
- Announcements

## **VIDEOS**

*Revive Our Hearts* has several powerful videos available that share stories of how the gospel radically changes people's lives. These can be used between sessions.

The videos are located at: <https://www.ReviveOurHearts.com/videos/collections/stories/>

## Video titles include:

- Joy McClain: A Wife Who Chose to Stay
- Marriage Miracle
- Dominican Republic
- Lorna's Story
- Holly Elliff's Life . . . Eight Kids Later
- You did It. You Hid It. You Will Never Be Rid of It
- Mayra's (Not So) Picture-Perfect Life
- Vicki Rose's Gnawing Emptiness

## RESOURCE TABLE

You may wish to have a resource table. If you choose to offer resources from *Revive Our Hearts*, discounts are available for your group. You can contact us at [Info@ReviveOurHearts.com](mailto:Info@ReviveOurHearts.com).

## GIVEAWAYS

You may wish to provide some giveaways throughout the event. Popular books by Nancy DeMoss Wolgemuth include: *True Woman 201: Interior Design*, *True Woman 101: Divine Design*; *Lies Women Believe and the Truth That Sets Them Free*; *The Quiet Place: Daily Devotional Readings*; and *A Place of Quiet Rest*.

You can also provide coupons to local restaurants and services, which are often donated simply by asking.

## FOLLOW-UP

A True Woman Event is just the beginning of the process of growing into the women God has called us to be. We recommend following up your event with a small group study related to your theme.

You'll find recommended resources from True Woman located here. You could also create a small group study using other True Woman Conference messages.

Be sure to create some promotional material for your study that you can hand out at the end of your conference, and create a place in your announcements to tell about it.

## APPENDIX A:

### Suggestions for Using Materials in a Small Group Setting

If you want the discussion to flow smoothly and have time well spent, each group needs a leader. That could be you. But don't worry! The leader for this kind of study is really more of a facilitator than a teacher. As a facilitator, you will provide suggestions and guidance to keep the group on track during the meeting. You will also raise questions to spark discussion.

If you've been designated the leader, consider enlisting an assistant or co-leader to help you. This person can help contact members, give valuable feedback, and substitute for you if you must be absent. Or your group may decide to rotate leadership. This approach has some advantages if each leader is willing to put in the necessary time for preparation and prayer before the meeting.

For maximum effectiveness, group size should be limited to about ten or twelve members. With a small group like this, all members will have a chance to participate actively. If you have more than a dozen participants, consider dividing into two or more groups with a leader for each group. Groups may choose to meet in a church, a home, or some other setting. If possible, allow ninety minutes for your discussion, sharing, and prayer time. Because of the length of the messages, it will work best to listen to the message and follow it up with a prayer time. Then the next week have a discussion time over the message content and conclude with a prayer time. A listener guide is provided in the True Woman Event Kit for the small group member to use when listening to the message. Also included in the True Woman Event Kit is a set of discussion questions for the group leader to use to facilitate discussion the next week.

Here are some suggestions to make your group time as effective and meaningful as possible:

1. Be a group member as well as a leader. Your greatest task in preparation is to be in a right relationship with God so you can know and follow the Holy Spirit's leadership.
2. Try to make the total experience a warm and open one. Make sure that the meeting place is quiet, comfortable, and adequately lighted. Sit in a circle or around a table so everyone can have eye contact. If time permits, provide refreshments and opportunity for people to interact more informally. Thoughtful touches like this can create a deeper intimacy among participants and make them look forward to coming back.
3. Some of your group members may be unfamiliar with each other. Keep this in mind, especially in the first few meetings, and try to get members to open up with one another and reach out in a friendly way. As the participants become more comfortable with each other, the discussion will go to a deeper level.
4. Be sensitive. Many of the topics deal with deep, personal feelings and experiences as God works in people's hearts. These things are not always easy to share with others in a group setting, especially if members do

not know each other well. Provide a warm, gracious atmosphere where people can feel free to share or not share. Listen intently to what others say. Model openness and vulnerability balanced by tactfulness. Members should be assured of confidentiality in the group.

5. Be prepared, but be flexible. You may come to a certain point during the discussion when it is obvious that God is working in an unusual way. Don't be in a hurry to move on. Allow God time and freedom to work.
6. Feel free to adapt the material to the particular situation of your group (including your time frame). You may want to skip or revise some questions to better meet the needs of your group. Feel free to add specific examples or stories of your own that illustrate the truths.
7. Don't worry about silence after you ask a question. Give members time to think about or formulate their responses. If the silence has gone on long enough or if the response is minimal, rephrase the question or ask a follow-up question.
8. After a few sessions, ask for feedback from group members whose wisdom you particularly value. Ask what you're doing well and where you could improve in your approach to leading the sessions. Then prayerfully plan to implement changes based on this constructive criticism.
9. Pray for each session and each group member. Trust God for revival and thank Him for it when it comes.

For other helpful group leading suggestions, visit [ReviveOurHearts.com/leaders](https://www.reviveourhearts.com/leaders).

Adapted from *Seeking Him* by Nancy DeMoss Wolgemuth and Tim Grissom.