

## Year Round Mentoring for Leaders of Christian Events

*with Evi Rodemann*

### Leader



Since Evi was a teenager, she has been involved in creating and organising events for young people and churches locally, nationally, and on the European level. As well as receiving training in event management, Evi also earned an MA in European Mission with her dissertation focussing on the impact of events. Her PhD studies now focus on event impact and measurements. For nine years, she directed Mission-Net and organized four European youth mission congresses. In addition to being engaged in various European networks such as the European Youth Ministry Network and Lausanne International, Evi also works part-time for an aluminium

company.

### Overview

Thousands of Euros are spent every year on events and conferences organized by churches and para-church organizations. We all are convinced that our organized events are necessary and helpful, but we often fail to analyse the results to see if our goals and objectives have been met in both the long and short term. Only recently have the first studies of events' long-term impact been undertaken worldwide. There are, however, tools that we can easily use to evaluate spiritual and cognitive progress, as well as measure behavioral impact. This mentoring network can help you find answers to the following questions:

- What do I need to run an event well?
- What tools can I use to measure the impact of my event?
- What steps can I take before running an event that will help me evaluate it afterwards?
- To ensure my event's long-lasting impact, what objectives should I set and what post-event resources could I make available to enhance learning?

**GOAL:** To provide training and mentoring for event co-ordinators, which helps them organize excellent events that have long-lasting impact—Christians who are transformed and disciplined to become disciple-makers

**PLAN:**

- Four two-hour webinars, with webinar assignments
- Three-day retreat in Coma-Ruga (near Barcelona) in December 2021 (exact dates TBD)
- Pre-Forum Conference at the 2022 Forum (Friday, 20 May, dinner together – Saturday, 21 May, morning)

**PARTICIPANTS:** Eight to ten leaders who are currently organizing events, camps, retreats, etc. in their church or in a Christian organisation. These leaders should be willing to receive training throughout the year in order to improve their event organising abilities, learn from each other, and develop tools to measure the impact of their various events.

**QUALIFICATIONS:** Each participant should be involved in organizing events. They could be serving as a staff member or leader in their church or organization whose role is related to and/or includes organizing events.

**COMMITMENTS:** In order to be accepted as a participant, you will need, in addition to submitting an application, to commit to:

1. Attend all four webinar sessions throughout the year, the three-day retreat in Coma-Ruga (December, 2021) and the Pre-Forum Conference in 2022 (20-21 May, 2021), *(People who will not attend the Forum can still be accepted to join the YRM group)*
2. Ensure access to all webinars on a computer with adequate broadband internet connection, and with a headset
3. Thoroughly review pre-assigned materials before each webinar. These materials will consist of articles, videos, and hand-outs
4. Complete all pre- and post-webinar writing assignments by their assigned due dates.
5. Pay the necessary fees. The fees for the retreat are 150 Euros (or 100 Euros for scholarship recipients). For the 2022 Pre-Forum Conference, the fees are 70 Euros for a Double Room and 90 Euros for a Single Room (or 40 Euros for scholarship recipients).

**2021 RETREAT:** All Year-Round mentoring participants will meet with Evi Rodemann in Barcelona for a three-day retreat in December 2020. The participant fees for the retreat are 150 Euros, or 100 Euros for scholarship recipients. For the retreat, non-scholarship recipients also have the option, which must be chosen in the application form, of paying 190 Euros in order to stay in a single room. Participants are also responsible for their own travel expenses.

## Pre-Forum Conference 2022

All Year-Round mentoring participants will meet with Evi Rodemann in Wisła (Poland) for a 2022 Pre-Forum Conference from the evening of 20 May to the afternoon of 21 May 2022. The fees are 70 Euros for a Double Room and 90 Euros for a Single Room (or 40 Euros for scholarship recipients). Participants will still need to apply for the Forum and will be responsible for paying Forum fees in order to participate in the 2022 Forum. Participants must also pay for their own travel expenses.

*Everyone will have the opportunity to present his/her one organized event with all the tools developed to achieve long-lasting impact.*

## Webinars

The current plan for mentoring includes the following four two-hour webinars.

### **Webinar One: What is an impactful event?**

**27 September, 2021 – 19:30 (CET)**

1. The first 15 minutes of the meeting will be devoted to getting to know each other.
2. Content: Definitions, Impact, Vision, and Outcomes
3. Post-Webinar Assignments:
  - A. Read the three secular impact studies—"Beyond Tourism Benefits," "Business Events and Friendships," and "Business Value of Meetings". Answer the following question in 500 words: What kind of impact do I want to see through my event?
  - B. Write down your vision for your event and provide at least 5 SMART outcomes in 500 words
  - C. Both of the above writing assignments are **due by 20 October 2021**, and should be submitted to **evirodemann2@gmail.com**

### **Webinar Two: Core elements of an event**

**25 October, 2021 - 19:30 (CET)**

1. The first 15 minutes of the meeting will be devoted to answering questions you may have about the assignments.
2. Content: Site selection, time-line, to-do lists, budget, structure, team structure, and roles
3. Post Webinar Assignments:
  - A. Watch a video on event planning: <https://www.youtube.com/watch?v=hzbYo812Vq0> (56 min) and a video on: How to plan your budget <https://www.youtube.com/watch?v=zivDXG2trYY> (4 min)
  - B. Read the material on "Event Planning Checklist," "Budget Checklist," and "Timeline". Create a time-line, a budget, and a team structure for the event.
  - C. The above writing assignment is due by **17 November, 2021** and should be submitted to **evirodemann2@gmail.com**

**Webinar Three: Event recruiting****22 November, 2021 – 19:30 (CET)**

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1. The first 15 minutes of the meeting will be devoted to answering questions you may have about the assignments.
2. Content: How to recruit and keep, appraisals, signs of appreciation, relationship building, and agreements
3. Post Webinar Assignments:
  - A. Watch the video: How to recruit and keep volunteers (4min)  
<https://www.youtube.com/watch?v=naXpI6H6p0A>
  - B. Homework: Define ways of recruiting volunteers and show ways you will demonstrate appreciation at your event (500 words)
  - C. The above writing assignment is due by **31 January, 2022** and should be submitted to **evirodemann2@gmail.com**

**Webinar Four: Hospitality****21 February, 2022 – 19:30 (CET)**

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1. The first 15 minutes of the meeting will be devoted to answering questions you may have about the assignments. What has happened since the retreat?
2. Content: Christian hospitality at events
3. Post-Webinar Assignments:
  - A. Watch two videos: Ten biggest mistakes event planners make <https://www.youtube.com/watch?v=MkSNraqMvmE> (5 min) and two biggest mistakes in event planning [https://www.youtube.com/watch?v=usr1gXI2\\_18](https://www.youtube.com/watch?v=usr1gXI2_18) (11 min)
  - B. Homework: Final presentation of your event (about 10 pages) – You will later present the updated product at the Pre-Forum Conference.
  - C. The above writing assignment is due by **15 April, 2022** and should be submitted to **evirodemann2@gmail.com**

**Coma-Ruga Retreat (December, 2021): Topics**

This retreat is used to help the event organizer to plan an event effectively in its vision, structure, implementation, and evaluation.

Following topics are covered in addition to the webinars:

- Leadership
- Logistical issues
- Audience (stake holders, SWOT)
- Team, special guests
- Event marketing and communication
- Event controlling, measurement for evaluation
- Project management
- How to finish well – and keep the momentum
- Mentoring your team members

There will be time for group discussions, mutual learning, and the presentation of event case studies.

During the retreat, in groups, the participants will organize a celebration, implementing what they have learned together.

## Application Process

To apply:

1. Complete the [online application](#).
2. All applications will be reviewed. We will notify you whether or not you have been accepted as a participant in the 2021-22 programme within four to six weeks.

***If you have questions, contact us at [initiatives@euroleadership.org](mailto:initiatives@euroleadership.org).***