



ANABAPTIST
COMMUNICATORS

VIRTUAL CONFERENCE NOV. 17-18, 2022

Telling Stories in new ways

Thursday, November 17 (all times EST)

- Noon Keynote with Q & A: Engaging audiences with storytelling
Michael Duerksen, founder and president of Build Good
- 1:00 Break
- 1:15 Breakout 1: A deep dive into 21st century fundraising strategies
Michael Duerksen, founder and president of Build Good
- 1:15 Breakout 2: Challenges and opportunities facing communicators
Will Braun (Canadian Mennonite), Jesse Huxman (Mennonite Disaster Service), Laura Kalmar (MCC Canada) and host John Longhurst (Mennonite Disaster Service) and Winnipeg Free Press)
- 2:15 Break
- 2:30 Workshop: Developing a social media personality
Jordan Kauffman, founding partner and designer at Lightbox
- 3:30 Break
- 3:45 Anabaptist Communicators Annual Meeting

Friday, November 18 (all times EST)

- Noon Affinity Groups
- 1:00 Keynote with Q & A: Engaging diverse audiences - what organizations should know
Cyneatha Millsaps, executive director of Mennonite Women USA and co-pastor of Prairie Street Mennonite Church
- 2:15 Break
- 2:30 Panel: Creative ways to use social media like TikTok and Facebook reels
Anna Yoder (Mennonite Central Committee), Greg Wiens (Global Vision) and Caleb Gingerich (Mennonite Disaster Service)
- 3:30 Wrap-up