



# KNOW YOUR AUDIENCE

## UNDERSTANDING AND ENGAGING IN A COMPLEX WORLD

### SCHEDULE

#### Thursday, November 21 (all times EST)

Noon **Welcome and Introductions**

12:20 **Reflection**

*Bill Fledderus, senior editor at Faith Today*

12:30 **Keynote with Q & A: Practicing deep listening: The art and science of market research and entrepreneurship**

*Malinda Sanna, Founder of LookLook*

*In this session, Malinda Sanna will share firsthand the challenges and rewards of building a research platform from the basis of a consulting service. She'll also address the changing role of consumer research in today's fast-moving marketing environment. You will hear about failures and successes and have a chance to ask questions on any of the topics above.*

2:00 **Break**

2:15 **Workshop 1: Faith and Pragmatism: Crisis Communication that Meets the Moment**

*Deb Hileman, President and CEO of Institute for Crisis Management*

*In this session, learn about the kinds of crises for which faith-based organizations must prepare. Participate in an exercise with a fictional but familiar crisis scenario, and learn how to plan for and communicate in a variety of difficult situations.*

**Workshop 2: We love to tell the story: Three photographers share**

*Ruth Bergen Braun, communications coordinator for Mennonite Church Alberta*

*Travis Duerksen, writer and multimedia producer for Mennonite Mission Network*

*Caleb Gingerich, social media coordinator for Mennonite Disaster Service*

*Three Mennonite photographers, Ruth, Caleb, and Travis, all visual storytellers in their personal and professional work, share slide shows illustrating "I love to tell the Story."*

- 3:30 **Anabaptist Communicators Annual Meeting**
- 4:00 **Dismissal**
- 8:00 **Bonus: Evening screening of new documentary “Unexpected Peace” followed by talkback session with producer**  
*This new documentary tells the true stories of three communities that chose nonviolent and peacebuilding practices as unexpected alternatives to violence. D. Michael Hostetler, director, co-producer and writer, will be present to respond to questions after the screening. **This session will be held on the Kinema platform (not Zoom). Check your email for link to register for free ticket.***

## **Friday, November 22 (all times EST)**

- Morning **Regional in-person gatherings**  
*Enjoy conversation and connections with other communicators in your area. Gatherings are planned for Goshen/Elkhart, IN; Lancaster, PA; Newton, KS; northeast Ohio; Kitchener/Waterloo, ON. Contact [anabaptistcommunicators@gmail.com](mailto:anabaptistcommunicators@gmail.com) for more information.*
- Noon **Keynote with Q & A: From noise to engagement: Knowing your audience**  
*Gayle Goossen, founder of Barefoot Creative*  
*This keynote will unravel insights about communication from a marketing perspective, where the motivation of the communicator is to engage, inspire and call the audience to action. The seminar will share more than 25 years of communication experience and give practical insights into understanding and engaging your audience.*
- 1:30 **Networking Session (including break)**  
*Join a breakout room for conversation and connection with other attendees.*
- 2:15 **Workshop 1: From Clicks to Connection: Crafting Websites that Truly Engage Your Audience**  
*Shé Langley, founder of RankLift Digital*  
*In this interactive workshop, participants will learn how to craft web content that reaches their audience when they're actively searching for solutions or inspiration online. The session will provide practical steps to leverage SEO, enhance website visibility, improve search rankings, and create content that fosters meaningful engagement.*
- Workshop 2: Looking Back, Living Forward: Communicating 500 years of Anabaptist Faith**  
*MennoMedia staff will tell about the development process for the products designed to celebrate the five hundred years of Anabaptism.*
- 3:45 **Conference Wrap-up**
- 4:00 **Dismissal**

---

**More information about Anabaptist Communicators - including how you can become a member - at [anabaptistcomm.org](http://anabaptistcomm.org) or [AnabaptistCommunicators@gmail.com](mailto:AnabaptistCommunicators@gmail.com)**