

# Spring Communications Workshop

## #scw2015 wrap-up

- **LOCATION**/ST. OLAF IN AUSTIN
  - **PRICE**/\$10
- **FOOD**/CATERED BY PIGGY BLUES
  - **SCHEDULE**/10:00AM-3:30PM,  
MAY 18, 2015



*Rev. David Hansen of Spirit of Joy! Lutheran Church in Texas joined us for this year's Spring Communications Workshop. The goals of the event were 3-fold: #1) community building, #2) time to learn about communication theory and the changing world of social media, and #3) actionable takeaways.*

### Reflection questions for you:

- What is one way you might immediately apply an insight you learned at the event?
- Who are two people you might invite into the conversation in the next week?

### Key quotes and insights from Rev. David Hansen:

- Broadcasting age vs. social media age = the goals and intentions are different; it's no longer about "information dumping" because people just tune it out
- Effective communication is about building relationships - not about adding more and more information to people's already over-informed lives
- It's not about "what is our mission?" (because Jesus already laid that out)...it's about "who are we?" (identity)
  - Everything we do is communicating who we are whether we realize it or not.
  - "People relate to people - not to institutions."
  - Handwritten communications DO make an impact!
  - Take time to PLAY! We are created to experience joy! In worship, in congregational life, in service, and through our communications!

