

Marketing the Gospel Online

Fall Communications Refresh

Ontario Conference of the Seventh-day Adventist Church

Nov. 14-16, 2021

SCHEDULE

Sunday, November 14, 2021

Time	Item	
10:00	Welcome & Introductions	Christelle Agboka
10:02	Plenary – Secrets to Engaging your Live Stream Audience	Merari Medina & Rohann Wellington
11:00	Workshop 1 – Canva for Online Engagement	Merari Medina
12:00	Workshop 2 – Beginner/Intermediate Live Streaming Setup	Damian Chambers
1:00	Conclusion & Announcements	Christelle Agboka

Monday, November 15, 2021

Time	Item	
7:00	Welcome & Introductions	Christelle Agboka
7:02	Social Media Best Practices From a Pastor-turned-Tik Tok Influencer	Kevin Wilson
8:00	Conclusion	Christelle Agboka

Tuesday, November 16, 2021

Time	Item	
7:00	Welcome & Introductions	Christelle Agboka
7:02	Open Live Streaming Session with Pr. Fifa	Fifaliana Rakotoarison
8:00	Conclusion	Christelle Agboka

SPEAKERS

Damian Chambers

Damian Chambers is a lecturer, ordained pastor, author, software developer and digital evangelism specialist. He has conducted workshops on digital evangelism for local churches, pastors and lay leaders in Jamaica, the United States, Canada, and several countries across the Caribbean. Chambers has created several digital solutions for the Seventh-day Adventist Church in Jamaica, including online giving applications, content management systems, an online bible study app and church management software. He served in the Central Jamaica Conference as a pastor and conference director, including Communications director, for several years before taking on a new assignment at Northern Caribbean University (NCU) in 2019. Chambers presently serves as an assistant professor in NCU's department of religion and theology. In addition, he does online ministry through his blog, devotionaldigest.com, and social media pages (YouTube and Facebook) @devotionaldigest.

Merari Medina

Merari Medina celebrates her Salvadorian heritage as a 3rd generation Seventh-day Adventist. She is formally educated in business accounting and holds a bachelor's degree in secondary education. Medina has a passion for youth ministry, photography and technology in the digital space. She is a youth speaker who proudly shares her faith as a social media influencer on YouTube, Instagram and Facebook. For the last seven years, Medina has also been the host for the radio and YouTube DR Ministries Devotional program "Matutina," with thousands of listeners each morning. Medina works as a Licensed Massage Therapist in a chiropractor setting. She is currently also a psychology student. She is married to Carlos, with whom she has one daughter, Madeleine. Medina's daily passion is to serve God and help others.

Rohann Wellington

Rohann Wellington is the director, Professional Services, North American Division of Seventh-day Adventists. He manages a team of professionals — NAD employees who will shift to this department or new hires from existing budgeted positions — including specialists in graphic design, digital marketing, social media, media services, web design, web maintenance, and newsletter content creation. This team supports the NAD ministries and services on a wide array of projects. Wellington recently left his position as English Ministries coordinator for the Greater New York Conference, where he served for three years. Wellington was also managing director (since 2008) for Atlantic Union Adventist Media ministries. He previously served as assistant to the president for strategic planning for the Greater New York Conference (2015-2018) and conference Communications director (2010-2018).

Fifaliana Rakotoarison

Fifaliana Rakotoarison is a pastor at Brampton Church and Ontario Conference's Media manager. He has been working at the Ontario Conference since 2019. Rakotoarison first developed a love for media ministry in his native Madagascar, where he completed a double major in communications and theology. When he's not in the studio or at church, he loves cycling, running and engaging in outdoor adventures.

Kevin Wilson

Kevin Wilson is a youth and young adult pastor at the Oceanside Seventh-day Adventist Church. He is passionate about helping people think meaningfully about life so they can live their lives meaningfully. Wilson describes himself as a “third-culture-kid” who grew up in Sri Lanka, Oman, and the United States. When he’s not ministering to his congregation, he spends time nurturing a growing tribe of 200K+ chai-loving friends across TikTok, Instagram and Twitter; he uses chai as a medium for storytelling. Wilson currently lives in San Diego. He’s married to his best friend of 10 years and enjoys his fur children, Phoebe and Leo.

REGISTRATION LINKS

You are invited to the following Zoom meetings for our Marketing the Gospel Online Fall 2021 communications refresh.

When:

Nov 14, 2021 10:00 AM Eastern Time (US and Canada)

Nov 15, 2021 7:00 PM Eastern Time (US and Canada)

Nov 16, 2021 7:00 PM Eastern Time (US and Canada)

Register in advance for these meetings here:

<https://zoom.us/meeting/register/tJUkd-mhqTMiGNPSEcaGDN8B3ulXvK0vfn3W>

After registering, you will receive a confirmation email containing information about joining the meeting.