

Garvin Adams

THE FULLY HYBRID CHURCH

A Six-Session Conversation to Help Church Leaders Create a Seamless Physical and Digital Church Experience

with Gavin Adams

DESCRIPTION

In a real way, every church with a website or a social media handle is “hybrid,” and has been for years. But, in today’s climate, having a website or an Instagram account isn’t sufficient. How can churches build a fully hybrid approach that creates a seamless experience for their congregation and community? In this six-session series of conversations, we will examine hybrid church models and create a strategic plan that moves your church into this seamless physical and digital world.

SESSION INFORMATION

6 Conversations + Additional Resources

PARTICIPANT REQUIREMENTS

Understanding we get out what we put in, each participant should commit to preparing their heart and mind to engage in:

1. Session Conversations
2. Case Study Submission and Group Evaluation
3. Personal Research and Ministry Considerations

SYNOPSIS

- *CONVERSATION 1: A “Hybrid Church” for a Hybrid World*
Description: Churches do not exist in a vacuum. They are a part of a local community and, therefore, must function in ways that best reach and grow the individuals within the community. In this session, we will consider the purpose of the local church, how being hybrid fits within the purpose, and the physical and digital channels that make up the hybrid church.

Garvin Adams

- *CONVERSATION 2: The Online Opportunities for a Hybrid Church*
Description: Digital channels are plentiful, but only a church that understands how each is uniquely designed can maximize the utility of the options. This conversation will examine our social media, email, podcasting, and online service options.
- *CONVERSATION 3: The In-Person Experiences in a Hybrid Church*
Description: Several aspects of church life and ministry do not translate well to an online format. There are spaces where digital ministry is optimal, and there will forever remain places where physical gatherings are preferable. In this conversation, we will delineate between the two and focus upon the best usage of in-person ministry.
- *CONVERSATION 4: Community Connection Strategy and Planning*
Description: With a healthy understanding of both digital and physical opportunities, a strategic community connection plan allows churches to build a framework upon the hybrid church foundation. In this session, we will evaluate content, connection, and experiences as part of a holistic plan.
- *CONVERSATION 5: New Metrics for a New Ministry Model*
Description: A new approach requires new evaluative tools. Measuring what matters is important to maintaining our focus on our greater purpose. In this session, we will examine metrics that connect to the mission.
- *CONVERSATION 6: Best Practices for a Hybrid Church Transformation*
Description: Transforming to a hybrid church will not be without a challenge. Staff and congregants tend to resist what they don't fully understand. In this final conversation, we will address how to leave an old model behind to embrace the new, hybrid model ahead.