

CHURCH ONLINE ON STEROIDS

ONSITE SEMINAR / WEBINAR

CHURCH ONLINE STRATEGY DEVELOPMENT



The coronavirus will move past its pandemic state at some point in the future. Even when it is 'back to normal', it will never be the same again. What will the church look like in 5 years? We need to take the long view. Otherwise, there seems no hope in the near sights nor a better time to listen to Paul. In 2 Corinthians 5:7, Paul says, "We live by faith and not by sight." When we intentionally take the long view, our future state helps us live out our faith today. The purpose of this seminar (or webinar) is to present you with the potential future scenarios, which were studied by ministry strategists and pastors, and to lay great stress on developing and deploying your Church Online Strategy now. It will shape or even define your impending ministries.

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**WE LIVE BY
FAITH AND
NOT BY SIGHT!**

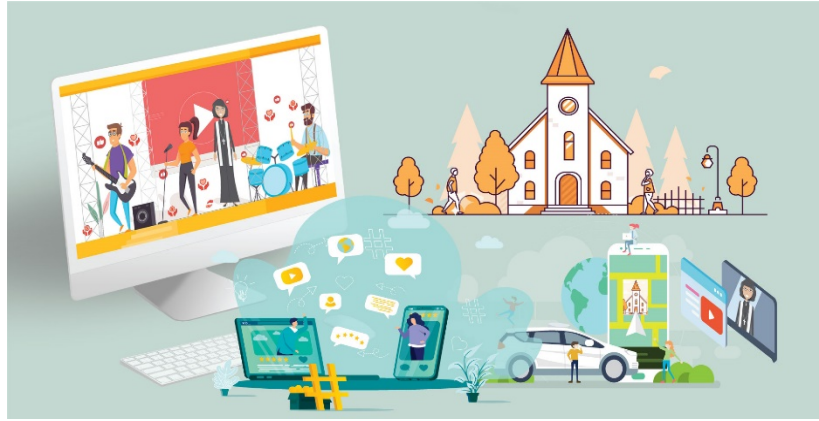
Even before the pandemic has dramatically changed the world we know; churches have been already passing through six+ stages at an ever-increasing rate of Internet speed since traditional ministries have been disrupted by the digital revolution. This intensive, fast-paced seminar will guide you to navigate through the stages and to identify the stage your congregation is in now. Exploring the causes and effects of each stage will reveal any traps and disruption with the approach of the subsequent stages. There will be in-depth practical suggestion for next steps to your effective ministry bridging the distance between your current state and the most potential future scenarios.

SIX STAGES SINCE THE DIGITAL REVOLUTION

1. The dawn of the digital revolution: Perfect disruption
2. The fall of traditional paradigms: The rise of social network
3. Live streaming of the onsite worship: A regrettable substitution
4. A zero-sum game begins: No net change
5. Crossing the boundaries of the local community: Woeful tales of a mega online church
6. A chicken game begins: It turns out that "Nobody Wins," but "Everyone Loses"

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If only one takeaway would be allowed in this seminar, please grab the strategy to differentiate the online worship community from the existing onsite one. COVID-19 pandemic forces many churches to jump into stage 3 without spending a reasonable amount of time to examine the consequences. Churches had to set up the live streaming of their worship service via YouTube Live or Facebook Live. Some had to settle down with Zoom.

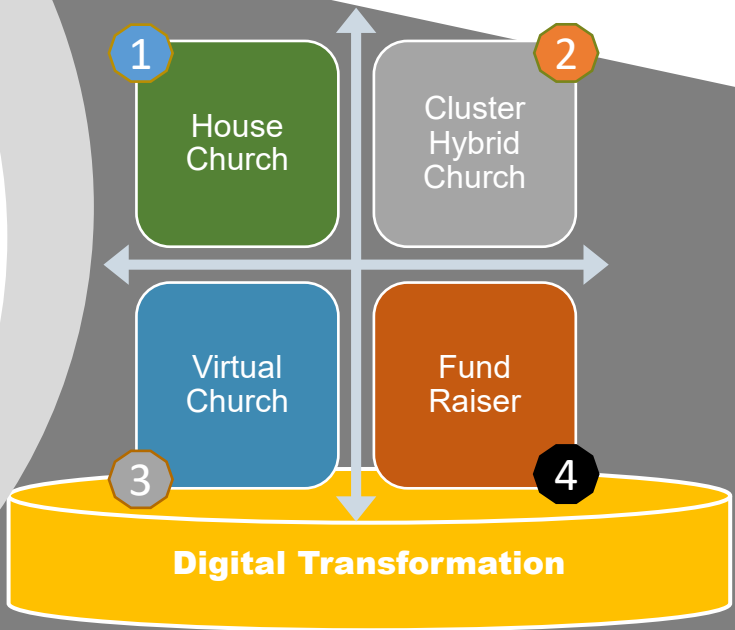


This journey of migrating church folks into the uncharted territory of the church online world without a good map or a GPS device in your hands could be a regrettable choice when looking back in time. It could be months later not years. Substituting or simulating the onsite worship into the online space is a wrong move into a zero-sum game. Do not get trapped in that game nor in the subsequent game of 'nobody win, but everyone loses'. Take the strategy that keeps your onsite and online communities growing together by offering their unique value propositions.

You will be presented with the four future scenarios for churches by 2025. Are you ready to explore what the church looks like in each scenario? What could be indicators for each scenario to become a reality? Which critical questions should churches ask for each scenario and be ready to answer them?

In any one of the four scenarios, Church Online is not a piggy-back ministry of the main onsite churches. It has its autonomous existence. It is not just another storefront to the digital world. It will be outgrowing in three scenarios than the existing onsite worship community, which will be cannibalized in two scenarios. The Cluster Hybrid Church is an interesting and promising scenario for the future state of churches. The church could be more relevant in the world. It could solve the structural issue, especially for the mainline churches, of their unsustainability of doing church today.

You are cordially invited to attend the seminar, and you will learn to embark upon "Church Online on Steroids," a new journey into the future.



Dr. Paul Moon

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