TouchPoint Virtual Summit Session Descriptions

	Workshop Title	Description	Track // Audience
Breakout A	Segmentation	No one likes to receive messages that aren't relevant to them. This session will explore ways to identify audiences within your database and brainstorm ways to best engage them and move them to action.	Communications, Finance
	Database Cleanliness is next to database godliness	A database requires consistent upkeep. The more clean our data is, the better it can be utilized in decision making. In this session, we're going to explore processes and methods for keeping your database clean and, ultimately, finding more success in reaching your congregation.	DB Admin, XP
	All aboard: getting your staff on the ChMS train	A properly configured and fully utilized ChMS is like a well-oiled machine. Incomplete People Records and Organizations can leave us disconnected from our church-goers. We will talk about methods for motivating all teams to stay plugged in to their ChMS.	XP, DB Admin
	Mobile: Driving Adoption	Discover creative best practices on how to drive members and attendees into your mobile app. We'll discuss giving, logging in, and much more!	XP, Communications, DB Admin
	What did Coronavirus teach us about mobile church?	COVID-19 distrupted our world profoundly. This session will explore how social distancing guidelines created new and elevated needs for technology, and what it means for how churches connect with their members going forward.	XP, DB Admin, Communications, Ministry
Breakout B	Branding: Your System, Your Look	Don't settle for a generic-looking database. Consistent branding instills trust with your users. We will explore some sample shell templates and walk through how to modify them for use on your own database.	DB Admin, Communications
	SMART Goals	Data helps churches make smart decisions to achieve goals. In this session, we're going to focus on how and why to create Specific, Measurable, Achievable, Relevant, Time bound goals.	XP, DB Admin, Ministry
	Building beautiful mobile responsive emails (tips & tricks)	Emails are one of the most effective ways to keep your church members in the loop about important events and goings-on at your church. Studies show that more people open emails on a mobile device first. That's why it's important to ensure your emails are optimized for this experience.	Communications, Ministry
	Driving & Measuring Recurring Giving	Setting up online recurring giving is the easiest way for a member of your church to follow the "first fruits" model of giving from scripture. In this breakout, we will first look at reports and widgets to help you measure how many people are using online recurring giving; then we'll discuss strategies and tools to help drive adoption.	Finance, XP, Communications
	Small Group Finder	This session will explore the behind-the-scenes workings associated with a Small Group Finder, both with and without a map.	DB Admin, Ministry
Breakout C	Customize & Manage Your Membership Process	Enhance the Member Profile with your own church-specific membership process. Unleash the power of properly-configured Extra Values, establish saved searches to track those details, and generate reports that will allow you to stay abreast of this important information.	Communications, DB Admin
	Org vs Tag vs Search	Dig deeper into Organizations, Tags, and Search Builder. Learn practical tips and explore how to maximize your database using these powerful tools.	DB Admin
	What is Success for Your Ministry: Vital Stats Widget	The Vital Stats widget is a flexible tool that will allow your church to report on any number of metrics and have the numbers available easily on the homepage. We'll look at some powerful examples of how it can be used to help you know, track, serve, and minister to your people better.	Ministry, XP, DB Admin
	Creative Uses for Search Builder	The Search Builder is one of the most powerful tools at your disposal in TouchPoint. We're going to examine common uses for Search Builder, discuss conditions that every church needs to know about, and dig deeper into less common conditions.	DB Admin, XP
	The Power of SQL, Recipes that will make you salivate	This breakout will cover SQL tips & tricks for your TouchPoint database. We'll dig into the power of ad hoc reports and the convenience of prepared reports.	DB Admin
Breakout D	Reaching outside the walls of the ChMS	Every church has records without attendance or giving. Take a deeper look at ministering to those in our database and in our communities who are not church members or regular attenders.	Ministry
	Small Group Tools	We will explore useful tools for managing Small Groups--from SubGroups to Organizations."I didn't know my Small Group Finder could do that!" We will look at creative uses for the Small Group Finder, optional settings, and helpful reports.	Ministry
	Optimize Giving Confirmations (deeplinks, app, pushing recurring giving, link to statements) (Transactional/Informational messages)	It's very important to stay engaged with the people who support your ministry. In this session we'll dive into what makes a good communication great and how the quality of your members' mobile giving experience contributes to a deeper relationship with the church.	Finance, Communications, XP
	Status Flags	Explore the benefits and various uses of Status Flags, how they shape your database, and how these decisions impact your churches process.	Ministry, XP, DB Admin, Finance
	Optimize Your System for Lay Leader // Member Engagement	Learn ways to make your system more targeted and easier to navigate for lay leaders and members.	DB Admin, XP, Ministry