



Hosting Guidelines

Discovering Relational Wisdom Seminar

1. Overview

Discovering RW is a live, one-day seminar designed to provide an introduction to relational wisdom. It is interactive, involving teaching, viewing and analysis of video clips from acclaimed Hollywood films, question and answer sessions, group discussion, and personal application exercises.

To promote ongoing relational transformation, we send students out of the classroom with a detailed *Study Guide*, a *Personal RW Action Plan*, and *discounted access to an Expanded Online Version of the Seminar*. The online course includes all of the core teaching videos for review plus dozens of additional articles and demonstration videos. It may be studied individually or in interactive groups that encourage students to dig deeper into God's Word, gain new insights and practice RW in every area of their lives.

We offer two possible schedules for the *Discovering RW* seminar: (Option 1) seminar is taught in a single day, such as Saturday from 9 a.m. to 3:30 p.m., with morning and afternoon breaks, and sixty minutes for lunch; or (Option 2) seminar is taught on an evening and morning, such as Friday from 7 p.m. to 9 p.m. and Saturday from 9 a.m. to 12:30 p.m.

To learn more about relational wisdom itself, please visit www.rw360.org. You may review a sample [Study Guide](#) for the seminar and review some of the [movie clips](#) used in the seminar by visiting the [Training](#) section on our web site.

2. Speakers

Because of the growing interest in this seminar, Ken Sande is able to accept only a limited number of the invitations we receive and generally focuses his time on larger events (250+). Other events are taught by other members of our staff or by one of our Certified Relational Wisdom Instructors.

3. Audience

The standard seminar is designed primarily for adults (18+). Mature teens (15+) typically enjoy the presentation and find practical applications to their lives. Parents are free to bring younger children to the seminar at no additional cost if they've shown an ability to sit quietly through lengthy adult teaching. Infants are also welcome, assuming the host has a cry room that parents will use if children become restless.

If a church wishes to provide child care, we can put a link on our registration page that directs registrants to a web page on the church's website that explains how people can request child care through the church. The church will be solely responsible for all child care arrangements, including the selection, security screening and supervision of all volunteers or paid staff.

4. Evangelistic Potential

The standard seminar is explicitly biblical and grounded in the gospel of Christ. At the same time, we make a deliberate effort to welcome people and teach the material in a way that makes not-yet-Christians feel valued and welcomed, and also intellectually and relationally challenged (partly by incorporating neurological information related to emotions and relationships (see [Emotional Intelligence: A Cousin to RW](#)).

We mention the gospel in a winsome way throughout the seminar and end the day by explaining why trusting in Christ is essential for deep and lasting relational growth. We do not do an "alter call" or anything else that might make a not-yet-Christian feel awkward. This approach gives members of your church the opportunity to invite unchurched relatives, friends, and co-workers to an event that will teach them valuable relational skills ... while also gently introducing them to the gospel of Christ.

5. Registration Process

Registration for a seminar may be done through RW360's web site (see [Seminar Calendar](#) for examples) or through the seminar host, depending on the preference of the host. If registration is done through RW360's website:

- We can give registrants the option of paying lunch fees during registration
- We can ask registrants to indicate whether they would like to help promote the seminar by distributing leaflets, or to help with setup, cleanup, registration, or a book table
- We will provide the host with a weekly electronic printout of all registration information

Even if registration is done through RW360, we strongly encourage hosts to post a promotional page on their own website, with a link to RW360's registration page.

6. Facilities and Audio Visual

Seminar hosts are responsible for providing and covering the costs for a safe, comfortable and convenient teaching venue, with all necessary audio-visual equipment, along with staff and volunteers to cover all set up, clean up, registration, book table, and other facility or administrative services need to provide students with a positive teaching experience.

7. Coffee Breaks

Seminar hosts are expected to take responsibility for the coordination and costs of all coffee breaks. Some hosts cover these costs through their standard operating budgets. Other hosts invite Christian business owners in their church or community to contribute toward this cost and receive recognition for doing so (e.g., by placing a sign on the break table that lists the business sponsors, displays their logos, and thanks them for sponsoring the coffee breaks).

8. Lunch Arrangements

If lunch is needed, hosts typically choose from one of the following lunch arrangements.

- A. Send attendees off-site to nearby restaurants (provided they are close enough to allow attendees to eat and return within sixty minutes).
- B. Host a lunch on site that is prepared by church volunteers (host may charge a per person fee,* ask for donations, or seek business sponsors to cover part or all of this expense)
- C. Arrange for a caterer to bring in box lunches (host may charge a per person fee,* ask for donations, or seek business sponsors to cover part or all of this expense)

*A lunch fee may be collected as part of the registration process

9. Advertising and Promotion

To maximize the kingdom impact of a seminar, we encourage hosts to promote a seminar as widely as possible in their communities, especially to other churches and ministries.

Next to prayer, the most important promotional dynamic is the support of the senior pastor. His explicit, repeated, and enthusiastic endorsement of the seminar are crucial to generating interest in this training. Here are three key ways that the senior pastor and other church leaders can demonstrate this support:

- Read the eight linked articles on relational wisdom (beginning with [Discover RW](#)) and [subscribe to the RW blog](#) a few months before the seminar and put some of RW principles into practice in your own life.
- Then share from the pulpit positive personal examples of how you applied RW in your life (or ways that you wish you had!).
- Let your congregation know that all of the pastoral staff, church leadership and their spouses plan on being at the seminar ... your desire and commitment to learn and grow will inspire others to do the same.

To assist hosts in this effort, Relational Wisdom 360 will provide templates for posters, bulletin inserts, web pages, public service announcements, and letters to neighboring churches. Hosts are also encouraged to ask church members to promote the seminar by handing out leaflets to their friends and neighbors.

One way to promote a seminar is to post it on your organization's Facebook page and then offer to award a free scholarship to the seminar to one of the people who has "liked" or "shared" the event with others. RW360 will be happy to award that scholarship at our expense. Please feel free to suggest similar ideas to create some buzz about this event.

Seminar instructors will also make themselves available in advance of the seminar for radio interviews with stations in the host's community.

10. Financial Responsibility

Unless agree otherwise, hosts are expected to cover all *Hosting Expenses*, which typically include the costs of coffee breaks, lunch (if provided), facilities and staffing, and audio/visual arrangements. Hosts usually cover these expenses through their regular church budget, special contributions, or by charging for lunch (if provided).

We generally charge a \$35 per person fee to attend a seminar taught by RW360 staff (\$20 for teens), but we also provide partial or full [scholarships](#) for individuals with limited finances. These fees are used to compensate the instructor and to cover all *Instructor Expenses*, which include travel, lodging, meals, and study guide costs (which typically total \$1,400 for a 200-person event).

Our independent Certified Relational Wisdom Instructors are free to negotiate the compensation for their instruction expenses, which will vary depending on their experience and availability, and on how much travel and time away from home is involved.

When an event is taught by an RW360 staff instructor, the host will *not* be expected to cover any *Instructor Expenses* if registration fees *exceed* \$6,000 (~170 paying attendees).

If registration fees are *less* than \$6,000, we ask the host to pay for a portion of the *Instructor Expenses* on a *pro-rata* basis. The formulas for calculating the host contribution to Instructor Expenses and the net amount to RW360 are:

$$\text{Host Contribution} = (\$6,000 - \text{fees})/2 + \text{Instructor Expenses} \times (1 - \text{fees}/6,000)$$

$$\text{Net Amount to RW360} = \text{Fees} + \text{Host Contribution} - \text{Instructor Expenses}$$

(see sample results in chart on next page)

| Sample Financial Results | | | |
|--|---------|-------------------|---------------------------------|
| Attendees | Fees | Host Contribution | Net to RW360 after direct costs |
| 50 | \$1,750 | \$2,925 | \$3,467 |
| 100 | \$3,500 | \$1,950 | \$3,933 |
| 150 | \$5,250 | \$975 | \$4,400 |
| 170 | \$5,950 | 0 | \$4,587 |
| Calculations based on instructor expense estimate of \$1,400 | | | |

If fees for the *Discovering RW* seminar exceed \$6,000, RW360 will cover all ***Instructor Expenses*** and retain all registration income.

If the fees for a seminar are less than \$6,000 (or whatever base goal is agreed to in advance), then the seminar host will be expected to pay the “host contribution” amount (as calculated above) to RW360, and RW360 will cover all of the Instructor Expenses.

If a seminar produces less than the expected minimum fees and the host is asked to pay a host contribution to RW360, RW360 will provide the host with a complete accounting of all income and expenses within 30 days after a seminar.

If a seminar is hosted by a ***business or nonprofit organization***, the honorarium paid by the host will be discussed in advance.

These financial arrangements are open to negotiation, so please contact our office if you have questions or suggested changes.

If you would like to explore the possibility of hosting a seminar, please complete the [Speaking Request Form](#) on our website. A member of our staff will contact you to answer your questions and, if you desire, provide you with names of Certified Relational Wisdom Instructors who could serve your church or organization.

See the following pages for suggestions on how to host an RW Seminar

ORGANIZATIONAL RECOMMENDATIONS FOR SEMINAR HOSTS

The following guidelines are offered as *recommendations* for how to host a *Discovering Relational Wisdom Seminar*. Please feel free to modify them according to your church's practices and preferences.

Advance Preparation

- Review Seminar Hosting Guidelines and affirm your agreement with these terms
- Confirm that you can fulfill Audio/Visual requirements (or need adjustments)
- Decide whether you prefer a one day seminar (typically Saturday) or a seminar that runs Friday evening and Saturday morning)
- Reserve space for seminar
- Decide whether you will provide child care (and at what cost, if any)
- Decide which lunch arrangement you plan to use
- Decide whether you will do registration on your own web site or through RW360's site
- Develop a promotional web page for the seminar, linking to www.rw360.org if necessary
- Convey your preferences to RW360
- Obtain and utilize promotional materials from RW360 (inserts, posters, videos)
- Secure volunteers for setup, registration, refreshments and clean up
- Arrange for refreshments and snacks
- Secure registration list from RW360 and print name tags a day in advance
- Set up reception area and seminar room at least two hours before event
- Meet with instructor at least two hours before event to check A/V set up

Audio/Visual Requirements

RW360 speakers typically use a PowerPoint presentation in presenter mode with imbedded video clips, which they prefer to control from their own PC laptop at the podium. Therefore, speakers' media needs from a host are usually as follows:

1. A *room* with lighting and controls that will allow clear viewing of video clips on screen (if room is too bright, some videos will be difficult to see)
2. A *podium* on which speaker can place both a laptop and notes. A single large podium or music stand may suffice, but it is better to have one podium plus a small table or additional podium nearby for the laptop computer
3. *VGA connector* at podium
4. *Stereo audio* connector at podium
5. *Power hookup* at podium
6. *High quality LCD projector and screen*
7. *High quality audio system* (speakers, control, connector at podium, etc.)

8. One *wireless lavalier microphone* plus one handheld microphone (for larger events, having one or two additional wireless microphones is helpful for amplifying questions from the audience)
9. An *AV technician* who is available both before and during the event to control system
10. A *backup PC* to run the PowerPoint presentation in case the speaker's PC fails. The speaker will bring a backup copy of the PowerPoint file on a flash drive
11. The speaker generally brings his or her own *remote control device*, but it's nice to have a spare on hand

If any of these A/V features are not possible or convenient, **please let us know when you commit to a seminar** so we can discuss alternative arrangements, which could include:

- Second best setup is for instructor's computer to be located in the media booth but within range of the speaker's remote control (~60 feet). This prevents the necessity to download the presentation files or interface them with new software.
- Third best option is to download PowerPoint and video files onto host's computer and use your presenter remote. This often causes operational changes and challenges, so we prefer to avoid it if at all possible. If this will be necessary, please notify the instructor at least three weeks in advance so he or she can be prepared for this arrangement.
- If the host can only do a presentation using Apple/Mac components, it is essential to notify the instructor immediately so that compatible PowerPoint and video files can be provided.

Refreshments for Breaks

Seminar hosts are expected to take responsibility for the coordination and costs of refreshment breaks. The following items are only suggestions; please feel free to do whatever is customary and convenient for you.

- Registration (optional)
 - Coffee and ice water
- Morning Breaks:
 - Coffee, hot water for tea and ice water
 - Individual size bag of trail mix (or a bowl of mix with paper cups to fill), and/or
 - Fresh fruit skewers, melon chunks, grapes, or pineapple chunk(s)
- Afternoon or Evening Breaks:
 - Coffee, hot water for tea, ice water, possibly soda pop
 - Fruit and/or nut bar

Lunch

If lunch is needed for an all-day event, hosts typically choose from one of the following lunch arrangements.

- a) Send attendees off-site to nearby restaurants (provided they are close enough to allow attendees to eat and return within sixty minutes).
- b) Host a lunch on site that is prepared by church volunteers, such as a cold cut sandwich, chips, fruit, cookie, pop or bottle water (host may charge a per person fee, ask for donations, or seek business sponsors to cover part or all of this expense)
- c) Arrange for a caterer to bring in box lunches (host may charge a per person fee, ask for donations, or seek business sponsors to cover part or all of this expense)

Seminars that end at noon or 12:30 pm do not generally include lunch.

Nametags

- Nametags are useful for helping seminar attendees meet and talk with one another, but they are not essential.
- If a host wishes to provide nametags, the host needs to print them. Please notify RW360 and we will provide an initial list to you a week in advance, and then a list of additional attendees the day before the seminar; you can do additional nametags by hand the day of the seminar.
- For convenience and cost savings, we recommend using high quality (i.e., won't fall off in five minutes) adhesive nametags rather than those that slide into plastic holders
- Nametags can be placed on registration table the day of the seminar

Registration

- Registration typically begins 30-60 minutes before the seminar is scheduled to begin; at minimum of 60 minutes should be allowed for events over 300 people
- To speed registration, we suggest that hosts set up registration tables with multiple lines so several people can register simultaneously.
- If registration is done through the RW360 website, RW360 will provide a master registration list to the host before the event, which the host can break into alphabetical segments (see below)
- Lines for those who have preregistered can be divided alphabetically: A-D, E-H, I-L, M-P, Q-T, U-Z
- Volunteers handling each preregistration line should check off names from registration lists (broken down alphabetically) and also give out nametags, if they are available
- Registrants should also pick up their study guide and RW pamphlet during registration

- A separate table should be provided for on-site registrations
 - We will provide a standard registration form so we capture all necessary contact information
 - Partial or full scholarships may be granted by the host at the door
 - Checks should be made out to “RW360”
 - Credit card information will be securely processed and then destroyed
 - In some cases, RW360 will have staff on hand who can process credit card payments via PayPal

Volunteers

- The host has the option of allowing volunteers a full scholarship for the seminar (we can give you a promo code for their registrations)
- Please ask set up and registration volunteers to arrive 60 minutes before registration begins so that they can help with setup and be trained in their respective responsibilities

Signs

- Please make sure that there is clear signage directing people to the right place from the moment they drive into the host’s parking lot
- First impressions are crucial, so please provide nicely designed signs from the parking lot all the way to the seminar room

Book Table

- Hosts are welcome to set up a book table apart from the registration tables where they can sell books or give away free resources that would be useful to seminar attendees. If they would like to sell any of the books in the RW360 [Bookstore](#), they may order them from RW360 at wholesale prices (plus shipping costs) and resell them at retail or discounted prices.
- If a host chooses to have a book table, they should recruit one or two volunteers available who can answer questions about resources and sell items.

Post Seminar Activities

- Have a volunteer crew clean the seminar room, move furniture to its proper location, and restore the room to its preferred order
- Provide an accounting of all expenses that need to be covered by RW360
- Provide feedback on anything that RW360 could change to improve any feature of the seminar (promotion, presentation, audience engagement, follow up, etc.)

AGREEMENT TO HOST SEMINAR

_____ (“Host”) hereby agrees to host a relational wisdom seminar presented by Relational Wisdom 360 (“RW360”) on _____ (date) according to the terms of RW360’s Hosting Guidelines (“Guidelines”) dated _____, which are attached to and incorporated by reference into this agreement, and are binding except where they have been modified and initialed by both Host and RW360.

RW360 will be responsible for providing a biblically sound, professional-quality teaching event, along with all necessary resources and materials, with satisfaction unconditionally guaranteed to the Host.

Host is responsible for providing a safe, comfortable and convenient teaching venue, along with staff and volunteers to cover all set up, clean up, registration, book table, and other facility or administrative services need to provide students with a positive teaching experience.

Host’s senior pastor (or ministry leader) and entire leadership team are committed to actively supporting and promoting this event.

If the Host chooses to provide child care during the event, Host agrees that it is solely responsible for all child care arrangements, including the selection, security screening and supervision of all volunteers or paid staff.

By signing this agreement, Host affirms that: (1) Host has liability insurance in effect that would cover any “slip and fall,” child abuse or any other types of injuries or damage to students, staff or volunteers that might occur during or in relation to this seminar; and (2) Host will hold RW360 harmless for any such injuries or damage.

Any claim or dispute arising from or related to this agreement shall be settled by biblically-based mediation and, if necessary, legally binding arbitration in accordance with the [Rules of Procedure](#) for Christian Conciliation of the Institute for Christian Conciliation, a division of Peacemaker Ministries. Judgment upon an arbitration decision may be entered in any court otherwise having jurisdiction. The parties understand that these methods shall be the sole remedy for any controversy or claim arising out of this agreement and expressly waive their right to file a lawsuit in any civil court against one another for such disputes, except to enforce an arbitration decision.

Agreement dated: _____

Host

RW360