



## Seminar Hosting Guidelines

### Discovering Relational Wisdom 3.0

#### 1. Overview

A live *Discovering Relational Wisdom Seminar* is typically presented in a *3-hour format* and is designed to provide an *overview and introduction to our 8-hour online course* on relational wisdom. The live seminar is interactive, involving teaching, viewing and analysis of video clips from acclaimed Hollywood films, question and answer sessions, group discussion, and personal application exercises. The seminar is also available in a *5 to 6-hour* full-day seminar at a slightly higher price.

To promote ongoing relational transformation, we send students out of the classroom with a detailed *Study Guide*, a *Personal RW Action Plan*, and a *free scholarship to the 8-hour online course* (see [www.rw-academy.org](http://www.rw-academy.org)). The online course includes all the teaching and demonstration videos of a standard seminar plus dozens of additional articles, teaching videos and practical application exercises. The online course 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.

**A 3-hour live seminar** may be taught in the evening (e.g., Friday, 6:30-9:30 pm) or during the day (e.g., Saturday, 9-noon).

**A 5 to 6-hour seminar** may be taught in a full day, such as Saturday from 8:30 a.m. to 4:30 p.m. (option 1) or during an evening and morning, such as Friday from 7 p.m. to 9:30 p.m. and Saturday from 8:30 a.m. to 12:30 p.m. (option 2).

To learn more about relational wisdom itself, please visit [www.rw360.org](http://www.rw360.org). You may also review a sample [Study Guide](#) for the seminar and some of the [movie clips](#) used in the seminar. More information is available on the [Live RW Seminar](#) 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 Advanced 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 question on our registration page requesting appropriate information (e.g., Child Care: List each child, age, food allergies and special concerns) and/or as a link 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. Interactive “ABC” Learning**

Our live seminars include dynamic teaching, demonstration videos, small group discussions, and practical applications to achieve the “ABCs” of effective learning:

- Affective learning – shaping emotions, values and motivations that inspire godly relationships
- Behavioral learning – shaping habits and character through personal application and practice
- Cognitive learning – increasing knowledge while shaping complex and flexible thinking skills

These three dynamics are built into all of our live seminars. They are further advanced by giving every seminar student a full scholarship to our online course (**valued at \$49**), which enables them to “work the yeast of God’s Word into the dough of everyday life” through additional teaching and demonstration videos, interactive discussions, supplemental reading and practical life exercises.

In short, the live seminar is designed to provide an entire congregation with inspiration, vision and immediately applicable relational skills, while the online course is designed to help each individual work God’s relational principles more and more deeply into his or her life, as commanded in 1 Timothy 4:15: “Practice these things, immerse yourselves in them, so that all may see your progress.”

#### **5. 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 explain 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. These guests will also receive a free [RW360 Smartphone App](#), which contains a clear gospel presentation.

## 6. 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:

- For full-day seminars, 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 encourage hosts to post a promotional page on their own website, with a link to RW360's registration page.

**Payment by Check:** Some people may prefer to register and pay by writing a check rather than going online. To facilitate this process, hosts may have people fill out a paper registration form and write a check to the host or to RW360. If checks are written to the host, the host may deposit them and then write a single check to RW360 at the time of the seminar. The host may also hold the registration forms until the day of the seminar.

## 7. 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 learning experience.

As explained in the more detailed [Audio/Visual Requirements](#) section toward the end of these Guidelines, **our instructors strongly prefer to control their PowerPoint presentation from their own personal computer placed near the podium at the front of the room.** Please talk with your A/V team before contacting us to confirm that this can be done. If not, please mention this limitation when you first contact the instructor so you can discuss alternative arrangements.

## 8. 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).

## 9. Lunch Arrangements

For full-day seminars, 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

## 10. 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 in their communities.

To assist hosts in this effort, Relational Wisdom 360 will provide a *Seminar Promotional Package* that includes videos, templates for posters, bulletin inserts and press releases, questions for radio interviews and letters to neighboring churches.

Next to prayer, the most important promotional dynamic is the support of the senior pastor or ministry leader. His or her 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. To gain an even deeper understanding of RW, you could go through the [online version of the seminar](#) prior to the event.
- 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 the church or ministry 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.
- Encourage your members to use the "*Special Guest Invitation*" leaflet to invite unchurched friends, relatives and coworkers to attend the seminar as special guests of your church (with 100% scholarships).
- Seminar instructors will also make themselves available in advance of the seminar for radio interviews with stations in the host's community.

## 11. Scholarships Worth \$74 + RW360 Web App

To motivate students to attend the live seminar and continue growing through online training, our promotional materials explain that for a **\$49 registration fee**, attendees can access up to **\$74 in training scholarships**. This includes: (1) a \$49 scholarship that all live seminar attendees receive automatically for our 8-hour online course, and (2) an additional **“Pay-It-Forward” scholarship**, worth \$25, that they can earn by completing the online course. They may give this Pay-It-Forward scholarship to any person they select, who may use it when registering for the online course.

Each student will also receive access to the [RW360 Smartphone App](#), which contains hundreds of articles and videos that show how to weave RW into every area of daily life.

## 12. Seminar Follow-up

To maximize the ongoing, long-term impact of a seminar, we encourage hosts to develop a follow-up plan prior to an event so they can announce planned follow-up activities during the event. Potential follow-up actions include:

- *Request that the course instructor meet with your leadership team* before or after the seminar to answer application questions and discuss ways to implement RW concept in your church, ministry or business.
- Encourage seminar attendees to use the free scholarship that allows them to *register for the online version of the seminar*, which facilitates deeper study and daily application of RW principles.
- *Create small online study groups* of 5-10 seminar attendees (or new people) who want to go through the online course as an interactive group.
- Encourage all seminar attendees, as well as other people in your church or organization to *sign up for RW360’s blog*, which provides weekly teaching and illustrations on how to apply RW in daily life.
- *Use select blog posts for weekly staff or small group discussions* (each post includes several reflection and application questions designed for group discussion)
- Select several gifted individuals to *pursue advanced training as RW Instructors, RW Shepherds, RW Coaches or RW Conciliators* to form an in-house [Peace Sower Team](#) that provides your church, ministry or business with ongoing training, coaching and conciliation services, and also uses our resources for community outreach, evangelism and church growth (see [Using RW for Witnessing and Evangelism](#) for examples of how one pastor uses RW workshops to draw not-yet-Christians to his church and to Jesus).

## 13. Financial Responsibility

**Note:** RW360’s non-staff *Advanced Relational Wisdom Instructors* usually negotiate their own compensation and reimbursement of expenses terms, which may vary from the terms given below.

Unless agree otherwise, hosts are expected to cover all *Hosting Expenses*, which typically include the costs of coffee breaks, facilities and staffing, and audio/visual arrangements.

Hosts usually cover these expenses through registration fees, special contributions and charging extra for lunch (if provided).

RW360 recommends a registration fee of \$49 per person to attend a seminar (\$80 for couples, \$25 for teens). Hosts may request a variation in these fees if they are prepared to underwrite a portion of the seminar costs listed below. We are also happy to provide partial or full [scholarships](#) for individuals with limited finances.

Hosts are also expected to cover the following *Instructor Expenses*:

- **Standard Expenses Include:** a teaching fee of \$4,900 for Ken Sande for a 3-hour seminar (\$1,950 for RW360 staff), a materials fee of \$30/person,<sup>1</sup> and travel, lodging and meal costs for all staff.<sup>2</sup> The teaching fee for a full day seminar will be increased by \$800.
- **Nonprofit (Church) Fees Are Reduced by 50%:** \$2,450 for Ken Sande for a 3-hour seminar (\$975 for RW360 staff), a materials fee of \$15/person, and travel, lodging and meal costs. The teaching fee for a full day seminar will be increased by \$400.

If a nonprofit host charges our recommended registration fees (\$49/individual, \$80/couple, \$25/teen), all of the Instructor Expenses for a 3-hour seminar will be covered by approximately **110 students** for a seminar taught by Ken Sande and **90 students** for a seminar taught by RW360 staff.

*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 the marketing and administration of an RW360 Seminar.

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<sup>1</sup> Student materials include a detailed study guide, summary pamphlets, personal application worksheets, a full \$49 scholarship to our more detailed online course, and a \$25 “Pay-It-Forward” scholarship that may be shared with a friend.

<sup>2</sup> Ken Sande is typically accompanied by an additional staff member or his wife when he travels.



# 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 3-hour or 5 to 6-hour seminar and when you would like to schedule the training (evening, morning, all-day, or evening + morning)
- Reserve space for seminar
- Decide whether you will provide childcare (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](http://www.rw360.org) if necessary
- Convey your hosting preferences to RW360
- Obtain and utilize the *Seminar Promotional Package* from RW360, which includes bulletin inserts, posters, videos, public service announcements, etc.
- Recruit a prayer team
- Secure volunteers for setup, registration, refreshments and clean up
- Arrange for refreshments and snacks (and possibly for sponsors to cover costs)
- 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 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. *HDMI connector* at podium
4. *Stereo audio* connector at podium (if audio is not contained within HDMI connector)
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:

- The second-best setup is for the 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. If this is necessary, it would be extremely helpful if the host could still provide a small video screen in front of the speaker so that he or she can see the PowerPoint presentation screen and know what the next visible slide will be.
- The third best option is to download PowerPoint and video files onto host's computer and use your presenter remote. If this is necessary, it would be extremely helpful if the host could still provide a small video screen in front of the speaker so that he or she can see the PowerPoint presentation screen and know what the next visible slide will be. Working from another system often causes operational changes and challenges, so we prefer to avoid it if possible. If this will be necessary, please notify the instructor at least three weeks in advance so he or she can send you the PowerPoint and video files in advance so you can debug them on your system.
- 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.

To confirm that you can provide either our preferred or an alternative A/V arrangement, please send [this email](#) to the leader of your audio/visual team.

## 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. (Some hosts ask local businesses to sponsor these costs in return for some recognition at the event.)

- 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 [  3 hour /  5-6 hour] 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.

In particular, host’s audio/visual team has received [this email](#) and confirmed that it is able to provide A/V connections that allow the instructor to control the PowerPoint presentation from a personal computer at the podium.

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 needed for a positive teaching experience.

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

If the Host chooses to provide childcare 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 Christian Conciliation Service. 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