

20  
22  
**NOVEMBER 2-4**

THE CREATIVE CONFERENCE FOR THE CHURCH.





**SALT is the creative conference for the church.**

## **WHAT IS SALT?**

It's a gathering of those who serve in the creative and technical arts in the church. Primarily for those who make Sunday happen week to week.

This three-day gathering includes worship, teaching, workshops, community groups, and access to the latest tools from our vendors.

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SALT is for those who realize there is never just another Sunday, because every Sunday matters. Our classes and sessions cover the following areas in the church:

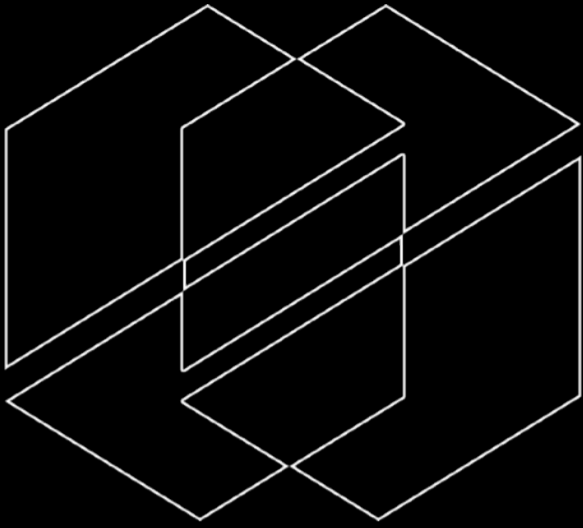
## **WHO SHOULD ATTEND?**

- Communications
- Audio, Visual & Lighting Production
- Worship
- Storytelling/Filmmaking
- Design & Animation
- Leaders of Creative Teams
- And more!

**“SALT CONFERENCE RE-KINDLED MY ZEAL FOR CHURCH WORK...”**

I have been to many conferences before but this one blew me away. Thank you for all the hard work, time, effort and energy you poured into SALT. I only wish my whole team could have joined me.”

- EMILY, SALT ATTENDEE



At the heart of SALT Conference, **we want to help equip, inspire, and connect you** in ways to increase the impact of your creative and technical abilities.

This year at SALT Conference, we'll have over 50 practical classes covering nearly every area of creative, technical and worship topics, 5 inspiring main sessions, and countless ways to help you connect. And if you're an introvert, don't worry, it's not like that kind of "networking."

# SCHEDULE\*

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## WED | NOV 2

- 12:30p – Pre-Conference
- 4:00p – Registration
- 6:30p – **Main Session 1**
- 9:15p – Late Night (Tentative)

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## THURS | NOV 3

- 9:00a – **Main Session 2**
- 11:00a – Workshops
- 12:00p – Lunch + Community Groups (provided)
- 1:30p – Workshops/Labs/Tours
- 4:30p – Food Trucks / Dinner
- 6:30p – **Main Session 3**

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## FRI | NOV 4

- 9:00a – **Main Session 4**
- 11:00a – Workshops
- 12:15p – Lunch + Community Groups (provided)
- 1:30p – Workshops
- 3:00p – **Main Session 5**
- 3:45p – Conference Ends

\*Subject to change



# PREVIOUS SPEAKERS & LEADERS

Here are a few of the leading voices from previous SALT Conferences.



**Pete Docter**  
Chief Creative Officer,  
Pixar



**Joseph Sojourner**  
Creative Director / Pastor  
North Point Community Church



**Jeff Henderson**  
Pastor, & former VP of Marketing  
Chick-Fil-A



**Meredith Andrews**  
Songwriter, Recording Artist &  
Worship Leader



**Matt Maher**  
GRAMMY Nominated Songwriter &  
Worship Leader



**Stephen Brewster**  
Creative Pastor &  
Executive Leadership Coach



**Melinda Doolittle**  
Worship Leader & Recording Artist  
American Idol



**Dennis Choy**  
Technical Director,  
Saddleback Church



**Joel Muddamalle**  
Director of Theology,  
Proverbs 31 Ministries



**Christine Kreisher**  
Author & Exec Director of Ministries,  
GT Church



**Dakota Diel**  
Cinematographer,  
National Football League



**Trip Lee**  
Recording Artist,  
Author & Pastor



**Phil Bowdle**  
Creative Arts Pastor,  
West Ridge Church



**Whitney George**  
Lead Pastor,  
Church on the Move



**Ian Cron**  
Author, Pastor &  
Enneagram Expert



**Chad Vegas**  
Video Director / Production  
Transformation Church

Stay updated for announcements regarding  
SALT 2022 Speakers/Leaders at [SALTNASHVILLE.COM](https://SALTNASHVILLE.COM)

# **DON'T TAKE OUR WORD FOR IT...**

**"SALT brought our staff closer** as a team and we are constantly bouncing ideas off each other now. It was encouraging and uplifting to meet others who do the same thing as you do."

**- MARCIA G.**

"After attending **SALT**, I am **PUMPED** to revamp our volunteer platform and create something that is more engaging and meaningful to the volunteer, rather than the obligatory serve time."

**- MICHELE A.**

**"SALT Conference** totally exceeded every expectation that I had imposed on the conference. I was absolutely blown away by the inspiration of the speakers, the quality of the workshops, and the intimate gatherings of worship.

On top of all these things, my team and I were amazed by the significance placed on the *why* of worship at SALT, rather than the *how*."

**- OLIVIA**

**"SALT Conference** helped me see that I haven't even scratched the surface of my potential!"

**- TIDO N.**

"This was the **best conference** I have ever attended."

**- TALESHA**

**"SALT is a fantastic experience!** I learned practical things that we have already begun to implement. I made new connections. I experienced worship and strong teaching. I found so many people who were in my situation in ministry. Thanks for working so hard to execute the vision."

**- LINDY S**

# AND THE PRAISE CONTINUES...

“After my experience at **SALT Conference**, I realized that what I do with the lighting is more than just helping the church service. It’s my calling... All I can truly say is that SALT is an AWESOME experience and I can’t wait to go back next year.”

- **DAVID R.**

“I came back from **SALT** with more ideas and new directions! This was a wonderful conference and I will be back. Thank you!”

- **MARK M.**

“I got so much out of each workshop I attended at **SALT!**”

- **JAMIE C.**

“God affirmed my calling to ministry at **SALT Conference.**”

- **MEGAN E.**

“**SALT Conference** was like getting a long drink from the well. Not only did it refuel our creative engine, but we got our spiritual tanks refilled as well.”

- **ELISHEBA**

“Every session and almost every workshop at **SALT Conference** was super helpful, excellent content, and amazing array of subjects.”

- **RACHEL F.**

“**SALT Conference** opened up so many creative possibilities for me. It’s nice to be in a setting where anything feels possible.”

- **NATALIE H.**

“**SALT Conference** is the gathering I look forward to every year. It is a safe space to find inspiration, refreshing, and community.”

- **ALEX L**

# FEATURED LABS + WORKSHOPS\*

## THE ART OF MIXING MONITORS

AUDIO

*Andrew Sullivan*

Monitor mixing often takes a backseat to FOH in popularity but is just as important. Poor monitor mixes can be a major distraction in a live worship environment. Discover different types of monitor mixing setups, techniques and communication tips that will help you improve monitor mixes and relationships with your tech/worship team.

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## MARKETING AND REACHING YOUR COMMUNITY

COMMUNICATIONS

*Phil Bowdle*

Most Pastors are asking, “How do we get people back?” We are in a unique and every changing moment where understanding and maximizing marketing, advertising, and story telling well matters. It’s not enough to just “get it” we have to know what it means for the next season of ministry and how we will use these tools to increase the kingdom.

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## COMPLETE GUIDE TO LED LIGHTING

LIGHTING/STAGE

*Andy Rushing*

With the mass amount of LED available in the marketplace (par lights, ellipsoidals, strip tape, moving head lights and more) there are many pro’s and con’s to switching to lamp-free lighting fixtures. We’ll explore these fixtures and help you walk away with a comprehensive understanding of LED lights so you can be ready for your next event or install.

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## PITCHING IDEAS TO YOUR BOSS

CREATIVE PROCESS

*Dex Alexander*

As church creatives, we are called upon to develop new and innovative solutions that reinforce biblical truths, address the culture at large, look pretty, and cost nothing – usually at a moment’s notice. Learn how to present ideas to your pastor or boss from someone who regularly pitches, and convinces, pastors of some of the country’s largest and most influential churches (and occasionally convinces his wife using the same techniques).

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## PRESENCE OVER PRESENTATION

WORSHIP

*Henry & Alex Seeley*

The Church is a body, not a building and Jesus wants an an encounter over entertainment. However, these are still temptations for those of us who craft worship, technical and/or creative environments. Co-Pastors Alex and Henry Seeley of The Belonging Co share insights from their journey of growing a thriving culture of creatives and artists in their thriving church.

\*These were classes from past SALT conferences.  
2022 conference workshops will be announced in late spring 2022.

# FEATURED LABS + WORKSHOPS\*

## PUTTING AN IDEA INTO ACTION **CREATIVE PROCESS**

*Jason Dyba*

Once you have an idea or a concept that you want to present, what are all the possibilities for how to turn it into action? What steps of development, collaboration, and delegation allow for ideas to become innovative? This class will cover all of this and help you sharpen your creative skillset.

## BUILDING BETTER BRANDS **COMMUNICATIONS**

*Phil Bowdle*

When you think of branding, what comes to mind? If you're like most people you might think of a logo or a slogan. But your brand is so much more than that. In this session, learn how to share the essence who you are and what you care about using a simple straight-forward step-by-step process.

## LIGHTING FOR BROADCAST **LIGHTING/STAGE**

*Alex Fuller*

The world has changed, and broadcast lighting has never been more critical than it is right now with the increase demand on streaming and watching church remotely. Come and learn what you can do to serve your church well in this season focused on online services. We will tackle questions like, "how can I leverage what I already have to elevate the online experience?" and, "what are the key things I need to invest in to make our broadcast look the best?"

## THE ART OF THE INTERVIEW IN **DESIGN & FILM** SHORT FILMS

*Gary Molander*

A great short-film starts with a great script. But what does it look like when a personal story is told in interview format? Gary has interviewed over 100 top athletes and performers, creating short-films with the content results. He'll help you discover timeless principles and practical processes to capture their best content, all in an interview setting where any subject feels safe, a little anxious, and courageous.

## COLLABORATIVE SONGWRITING PROCESS **WORSHIP**

*Kierre Lindsay*

*Collaborative writing is responsible for some of the biggest songs in music, all genres. While it is easier said than done – the art of collaborative writing not only gives a song more legs, it also builds each songwriter individually as a creative, collaborator, and person. In this session we will discuss the beauty and benefits of collaborative songwriting with other artists/songwriters as well as members of your local church music department.*

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# FEATURED LABS + WORKSHOPS\*

## CINE CAMERAS FOR LIVE & IMAG

VIDEO

*Robb MacTavish*

How can we bring the post-produced look of cinema cameras into the live environment? This will be an in-depth session which will speak into the many considerations. In this class, you'll learn about cameras, lenses, latency, controllers, converters, frame rates, ISO, aperture, depth of field, image stabilization, stage lighting, stage plots, and shooting in a cinematic style for live multi-camera environments.

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## CAN COMMUNITY BE CREATED ONLINE?

ONLINE CHURCH

*Kendra LeGrand*

Time is the most valuable resource someone can give but how do we steward someone's time well when it's hard to get them in the doors of the church, ask them to sign up for one more "thing" or navigate the ever-so-present Zoom fatigue? Is it possible to create community online?

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## CULTIVATING A HEALTHY STAFF CULTURE

LEADERSHIP

*Alex Seeley*

With the mass amount of LED available in the marketplace (par lights, ellipsoidal, strip tape, moving head lights and more) there are many pro's and con's to switching to lamp-free lighting fixtures. We'll explore these fixtures and help you walk away with a comprehensive understanding of LED lights so you can be ready for your next event or install.

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## CREATIVE AUDIO ENGINEER

AUDIO

*Dex Alexander*

Creativity and audio engineering can sometimes feel like trying to fit a square peg in a round hole with technology, worship, and people colliding. In this class, we'll look at what stands in the way of what should matter in a worship environment and how to let worship and creativity shine.

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## BUILD A THRIVING VOLUNTEER MINISTRY

LEADERSHIP

*Henry & Alex Seeley*

Unless you have a massive budget to pay a full-time staff member for every position in your creative arts team, then odds are good you rely on volunteers to make Sunday happen. Come learn some ready-to-implement tactics to build and sustain a thriving volunteer ministry from the person who wrote the book on recruiting and retaining great volunteers.

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# WHY SALT CONFERENCE

**50+**

**#1**

**47**

Insightful Sessions, Practical Workshops & In-Depth Labs

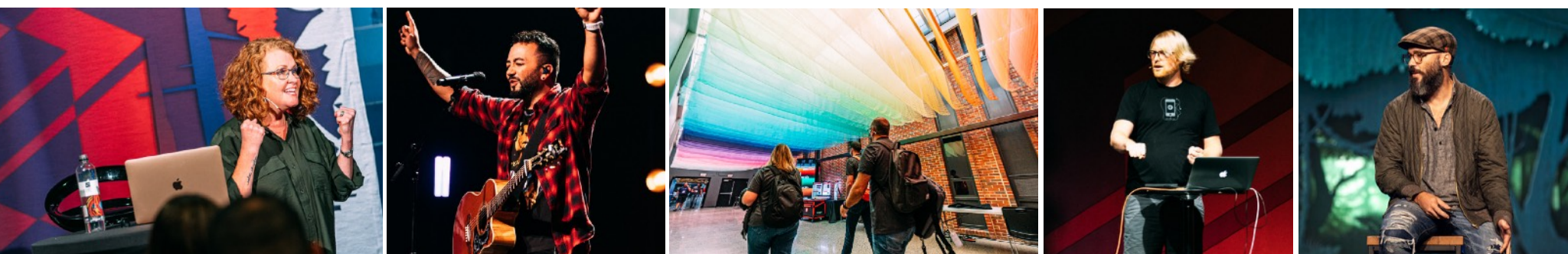
#1 Conference to find new ideas for ministry (per attendee survey)

States represented by previous SALT Gatherings (Plus 9 countries!)



## TOP REASONS TO ATTEND SALT:

- 1 WORSHIP WITHOUT WORK.**  
Put down the camera, stop worrying about social media or the sound quality, and worship without working! SALT Conference spends a lot of time in prayer and preparation to give you freedom in main sessions.
- 2 PRACTICAL LEARNING ON CRITICAL TOPICS.**  
From new technology to better process/information, SALT provides educational sessions with incredible focus on practical learning. What you learn at SALT will help you solve today's ministry challenges.
- 3 BEING THE CHURCH TO THE CHURCH.**  
Too often, we miss the need to be connected with others in our area of ministry. You won't feel alone at SALT Conference because we place you in community groups where you can help & be helped by other churches.
- 4 INSPIRATION BREEDS INSPIRATION.**  
In a creative rut? Need new or fresh ideas? SALT Conference spends a lot of time and money creating spaces that will foster new ideas. From lobby artwork to interactive displays, inspiration is everywhere!
- 5 A CHANCE TO REFUEL.**  
It's vital in ministry to get away and have a spiritual retreat experience. At SALT, we believe your encounter and relationship with Jesus is the greatest fuel for long-term ministry, so you can endure the road ahead.





"THE CREATIVE CONFERENCE FOR THE CHURCH"  
**SALTCOMMUNITY.COM**