



EFFECTIVE PUBLIC ENGAGEMENT

CORE COMPETENCIES TO EQUIP CHRISTIAN LEADERS FOR PUBLIC ENGAGEMENT

12 Week Online Course • Begins 16 March 2012

In this 12 week Online Course, you will:

1. **UNDERSTAND** The Why, The What and The How of Public Engagement—including Jesus' focus on the Kingdom of God and the Biblical mandates to be "The Salt of the Earth" and "The Light of the World" and how to be winsome in winning people over to the Gospel in spite of aggressive Secularism and Paganism.
2. **BUILD UP** the Church by helping to engage in some of the most challenging issues of our time—Some of the global challenges we face are simply too large for one denomination or Church network to address effectively. How can we develop extensive networks to face international problems like HIV/AIDS, Anti-human trafficking, Poverty reduction, and Peace and reconciliation?
3. **CONSIDER** the best strategies for communication to the Church and from the Church—how to represent a diversified constituency, and when and how to develop a prophetic voice to society and to the Church.
4. **LEARN** how to engage in the public square with Grace on very challenging and sensitive subjects such as Islam, Secularism, marriage and homosexuality, etc., so that opponents of the Gospel can hear it, sometimes for the first time, and embrace the Gospel.
5. **IMPROVE SKILLS** Communication, use of media, building consensus, are some of the targeted skills of this course—evangelical leaders need a skill set that is not always acquired through traditional ministry leadership opportunities.
6. **DEVELOP** a project on a challenging issue with input from others around the world.—This immensely practical course will provide each participant with the opportunity to develop a public engagement project that can impact their association, church or ministry.
7. **CONTRIBUTE** Valuable Feedback and Suggestions for This Online Course—and thereby enhance future courses that will impact associations, churches and ministries all over the world.

Scroll to next page for more information!



Glyn Carpenter

GLYN CARPENTER is the course facilitator. He is the national director of New Zealand Christian Network, the New Zealand member of the World Evangelical Alliance, and chairman of the South Pacific Evangelical Alliance. Glyn also serves on a number of national committees and boards in several networks where he is involved in missions, marketplace, evangelism, politics, and prayer. Glyn has been married to Christine for 30 years and has 3 sons. He worked for 28 years in computing, training, and leadership, running his own NZ and Australia based training business from 1986 to 1997.

Resource People

Widely recognized leaders in each field will address various aspects of public engagement. This rich and diverse gathering of Evangelical minds, hands and hearts will help you to wrestle with effective public engagement in your arena. Some of the resource people include: Ron Sider (Evangelicals for Social Action); Julia Doxat-Purser from the (European Evangelical Alliance); Christine MacMillan (Human Trafficking); Joel Edwards (Micah Challenge and the MDGs); Godfrey Yogarajah (Religious Liberty Commission); Richard Kane (Marriage Week); Steve Tollestrup (Peace and Reconciliation Initiative); Moss Ntlha (The Evangelical Alliance of South Africa); and other experts deeply committed to public engagement and advocacy around the world.

Effective Public Engagement Description

This course sets a backdrop for a biblical understanding about the role of God's people in the public arena. It explores the publics Evangelicals must engage and how to influence these publics through sustained analysis. It discusses tactical approaches and appropriate attitudes in engaging government and other public policy makers. It addresses both the need and our unique ability as Evangelicals to be a voice for the voiceless particularly related to those suffering religious persecution and those living in deep poverty. The course aims at acquainting the student with a targeted approach in using different media channels for communication. It explores the use of print, multi-media and Internet communication technologies and how to use the right medium for communication tasks.

Who should enroll?

This online course is designed for association, church and ministry leaders that wish to engage publically in an effective way becoming the salt and the light in their own areas and regions of involvement.

When is the course?

This 12 week online course begins 16 March 2012.

How to register?

Click [here](#) and submit your application form.

What is the course fee?

Course fees start from \$400 USD per non-accredited course (subject). Scholarships may be available.

Contact weali@worlddea.org for details.

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