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Conference Will Discuss How the Church Should Leverage Technology

Mar. 30, 2011 By **Harmony Wheeler**

The web's top Christian thinkers will unite to discuss the future of the church in a media-driven world at the Christian Web Conference (CWC) next month.

The three-day conference, featuring keynote speaker and web strategist Tony Morgan, will take place April 14-16 at Biola University. Director of Internet ministries and strategy of John Piper's Desiring God ministries, Matt Perman, will speak on how the Gospel should shape your web strategy, not just your content.

"We believe this year's program will not only provide attendees with the necessary tools and training to impact their setting, but inspire them to take their ideas and creativity to the next level utilizing all assets (great or small) available in the marketplace," said Christopher Munekawa, senior director of CWC 2011.

New this year, a track of sessions will provide hands on tutorials, and give participants the opportunity to attend Biola's Imagination Summit (iSummit) on Friday, April 15.

Brandon Donaldson, pastor of LifeChurch.tv, will also speak on evangelism and church in an online environment. Other speakers will include director of Biola's Torrey Honors Institute and Washington Post columnist John Mark Reynolds, CEO of Ideation Charles Lee, Internet Ministry blogger and Biola professor Dave Bourgeois, author Matt Anderson and CEO of Monk Development, Drew Goodmanson.

Conference sessions will explore how to effectively mix media with missions and will include discussions on topics such as the new morality on social networking sites, social media marketing, video in ministry, the virtualization of culture and free applications and resources for ministries.

The iSummit will include speakers from Apple, Chick-fil-A, Cisco Systems, ReThink Books and Stanford University who have successfully utilized new media and technology to transform everyday business and education, and introduce new in-demand products to the market.

"The purpose of the Imagination Summit is to inspire creativity and imagination on the use of technology as schools, churches, [and] ministries collect and prepare content and intellectual property that can be made available to the world," Munekawa said.

Originally named GodBlogCon, the first CWC hosted more than 100 bloggers in October 2005. Today, the conference has expanded beyond just blogging to include discussions about web technologies and ministries.

This year's Christian Web Conference will take place April 14-16 at Biola University. Registration is $99. Visit cwc.biola.edu for more information and to register.

Contact Jenna Bartlo, Media Relations Coordinator, for a press pass to the event.

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