



Northern Illinois District
The Lutheran Church—Missouri Synod

School Marketing Seminar

September 12, 2023

Bethany Lutheran Church and School, 1550 Modaff Rd., Naperville, IL 60565

9:00 a.m. to 2:00 p.m.

8:30 a.m. to 9:00 a.m.	registration and fellowship
9:00 a.m. to 9:30 a.m.	opening devotions led by a Bethany pastor
9:30 a.m. to 10:15 a.m.	sectional 1 (Public Relations) Victoria West
10:15 a.m. to 10:30 a.m.	sectional 2 (Keeping the Main Thing the Main Thing) Ann Ciaccio
10:30 a.m. to 10:45 a.m.	meet and greet game
10:45 a.m. to 11:30 a.m.	sectional 3 (Enrollment Processes)
11:30 a.m. to 12:15 p.m.	lunch
12:15 p.m. to 1:00 p.m.	best practices sharing time
1:00 p.m. to 1:45 p.m.	sectional 3 (Tour Techniques) 10-foot rule – wave and say hello 4-foot rule – stop and introduce yourself
1:30 p.m. to 1:45 p.m.	closing
1:45 p.m.	Linda will offer a tour of Bethany