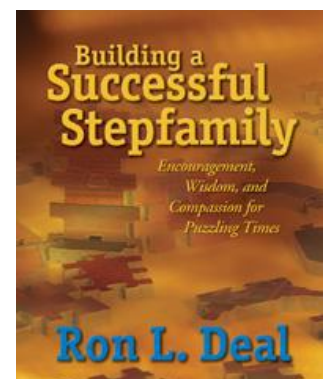


# Hosting a

# BUILDING<sup>a</sup> Successful Stepfamily™

## Conference

Presented by **Ron L. Deal**,  
Author | Speaker | Blended Family Expert  
Founder & President, Smart Stepfamilies™  
Director, FamilyLife Blended™



To schedule a seminar complete the [“We Want to Host a Conference” Request](#) form.  
www.SmartStepfamilies.com • Guide Revised 2021

## WHAT OTHERS HAVE SAID ABOUT THIS SEMINAR:

*“RON IS AN EXCELLENT PRESENTER AND HIS BOOK THE SMART STEPFAMILY IS THE MOST HELPFUL BOOK I KNOW ON THIS TOPIC. I HIGHLY RECOMMEND THIS MINISTRY.”*

--DR. GARY CHAPMAN  
BESTSELLING AUTHOR OF THE FIVE LOVE LANGUAGES

*“RON’S PROFESSIONAL EXPERTISE, LOVE FOR THE LORD, AND HIS COMPASSIONATE HEART MAKE FOR A PERFECT PLATFORM FROM WHICH TO TEACH REMARRIED COUPLES HOW THEY CAN SMARTLY COMBINE THEIR FAMILIES IN HEALTHY WAYS.”*

--DRS. LES AND LESLIE PARROTT  
AUTHORS OF SAVING YOUR MARRIAGE BEFORE IT STARTS

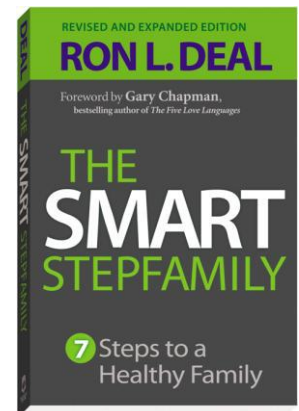
*“RON SPEAKS ENCOURAGEMENT, WISDOM, COMPASSION, AND GOD’S WORD TO THESE FAMILIES.”*

--DENNIS RAINEY  
PRESIDENT, FAMILYLIFE®

## INTRODUCTION:

Since 1996 audiences around the country have been challenged and encouraged by Ron’s practical and humorous presentation of this material. Called a “cutting-edge addition to family ministry,” the ***Building A Successful Stepfamily*** conference promises to offer wisdom and hope to those trying to faithfully manage the stepfamily journey.

Ron is considered one of the nation’s leading Christian writers and speakers on stepfamily living. He has appeared on national TV and radio programs including *The 700 Club*, *Focus on the Family*, *FamilyLife Today*, and a variety of other media outlets. Ron is a member of the Stepfamily Expert Council for the National Stepfamily Resource Center and his work with stepfamilies has been featured in national news outlets and articles in magazines such as *Ladies Home Journal*. He currently serves as Director of FamilyLife Blended™ for FamilyLife®.



After looking over this Conference Planner, email Smart Stepfamilies @ [ron.deal@rondeal.org](mailto:ron.deal@rondeal.org) about the possibility of scheduling a conference. Events are generally scheduled six months to one year in advance. Let Ron bring his expertise to your community.

### **PURPOSES OF THE CONFERENCE:**

1. To lower the remarriage divorce rate and build stronger stepfamilies that live for God in faithfulness.
2. To address key aspects of healthy stepfamilies including:
  - God’s Love for Stepfamilies
  - How to Cook a Stepfamily
  - Marriage: Priority One
  - Parenting & Stepparenting
  - Helping Your Children
3. To provide practical ideas in the conference manual for building a stronger marriage and stepfamily.
4. To encourage churches to launch a support group or Bible class series out of this weekend event. FamilyLife is available for consultation by phone before and after the conference and can make curriculum recommendations.

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### **OPTIONAL MINISTER’S WORKSHOP:**

In order to help local ministers and church leaders to better minister to stepfamilies over time, a brief workshop can be made available the afternoon before the seminar (availability varies). The workshop can take place, for example, from 2:00-4:00 PM on Friday. The workshop is entitled “**Building Smart Stepfamilies**” and addresses:

- The Prevalence of Stepfamilies in America and the Opportunities for Ministry
- Barriers to Stepfamily Ministry
- Ministering to Stepfamilies—Some Practical Suggestions
- Understanding How Stepfamilies Are Different

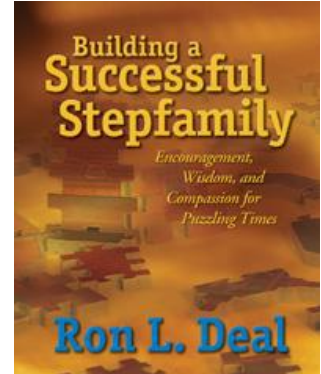
### **CONFERENCE FEES**

Now Available: Ask Ron about alternative speaking formats and time frames (e.g., Sunday sermon and afternoon two-hour workshop). Together you can craft an event that serves your purpose. Speaking fees are negotiable.

The typical weekend speaking fee is \$7500 (includes all travel expenses); please let Ron know if you need to revisit this. Typically, a non-refundable/non-transferable deposit of \$1000 is due to secure a date. The balance is due at the time of the event.

- Speaking fees include Ron’s travel, meals, hotel, and rental car expenses.
- Make conference fee checks payable to “Smart Stepfamilies”.

In addition, when hosting a Building A Successful Stepfamily conference, each conference participant needs to receive a Conference Manual. The cost for each is \$7.00 (\$14.00 per couple) plus shipping, payable to FamilyLife. You will only pay for the manuals used; extra manuals may be shipped back to FamilyLife at the host’s expense after the event.



NOTE: Some have wondered if one manual per couple would help in reducing costs. We don’t recommend this because it inadvertently encourages one spouse to be “responsible” to take notes and apply the principles while the other is free to disengage from the presentation. We want to encourage each person to take their own notes and then discuss their ideas with their spouse or fiancé. Two manuals accomplish this objective best.

**Suggestions Regarding Registration Fees:** SMART STEPFAMILIES does not require a registration fee for attendees. However here are some thoughts for you to consider:

1. A fee (even a nominal one) is helpful because it requires a commitment from the participant. They will value the service more if it costs something. In addition, you will have a more accurate pre-registration count (necessary to order manuals) and less “no-shows” if a fee is required.
2. Whatever amount you decide to charge we recommend it should be per individual with spouses or fiancés attending free (e.g., “\$65 per person with spouse attending free”). This makes it more likely that couples will attend together.

### **RESOURCES SALES:**

You are welcome to sell Ron's books at the event. We do not set up a store, but we are happy to advise you about which books to order, how to get them, and what to charge. You keep any and all net revenue from the sales of the books.

### **RE-SCHEDULING POLICY or CANCELLATION POLICY:**

If for any reason the host congregation cancels a seminar, the deposit will **NOT** be refunded and the cost of any airline tickets purchased in advance must be reimbursed. If for any reason it becomes necessary for you to cancel within four months of the event you agree to pay a cancellation fee equal to half the conference fee. A conference can be rescheduled without cost if the decision to do so is made more than six months before the original date.

### **FLIGHT / HOTEL / TRAVEL ARRANGEMENTS:**

1. We will be happy to make all flight and travel arrangements.
2. We will arrange for a rental car from the airport unless other arrangements have been made for transportation.
3. The hosting congregation should recommend hotel accommodations to Ron approximately one month before the conference.
  - Preferred hotel chains include: 1) Marriott (includes Renaissance and all Marriott hotels); 2) Hilton family of hotels (includes Coral, Conrad, Hilton, DoubleTree, Embassy Suites, Hampton Inn, and Homewood Suites); and 3) Holiday Inn (Intercontinental, Crowne Plaza, Holiday Inns, and StayBridge Suites).

### **AUDIO / VIDEO NEEDS:**

1. The seminar makes use of a Power Point presentation. Ron provides the laptop computer and program, but the church should have an LCD projection system available. A video projector can be rented if the church does not own one.
2. Video clips are shown through the Power Point program and will require a direct audio connection to the PA system from the laptop computer. Discuss the connection details with Ron.

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3. A wireless microphone is a must as Ron needs mobility in conducting demonstrations and fielding questions from the participants.
4. A second microphone is used in demonstrations. Wireless is preferred, but a corded microphone is workable.
5. **AUDIO / VIDEO TAPING**: Smart Stepfamilies asks that you **not** record the seminar.

### **SCHEDULE:**

We are flexible and happy to work with you to determine the best schedule for your church and community. Two options are available. Your priorities for the conference should dictate which format you choose. Ron will be happy to discuss this with you.

#### Option 1: Standard Conference Schedule

- Friday evening: 7:00 PM - 9:30 PM (Registration/Check-in & Child Care drop off begins at 6:00 PM)
- Saturday: 8:30 AM - 1:00 PM

#### Option 2: Choose What Works for You

An alternative schedule that is worth considering offers two different times for people to attend the same abbreviated conference: Friday 6-9 PM and Sat morning 9-12 PM.

- The advantage of this format is that it is likely that more people will participate when they can pick either Fri or Sat to attend. This format is also more appealing to unchurched people because they are making a smaller commitment on the front end.
- The disadvantage is that the presentation time is cut more than half and participants do not receive a printed workbook (instead, they receive a photocopied handout that you provide). In sum, there is less teaching time, but more people may be impacted.

### **HOST GUIDE:**

Once a conference is scheduled, Smart Stepfamilies will provide you with a Host Guide including 5 Steps to Hosting an Event and best practices for creating a great event. We'll also send you a 40-day prayer guide to ask the Lord's blessing on the event.

**AFTER THE EVENT:**

1. Send us the registration contact information (e.g., names and emails) of everyone who attended the event in an Excel or CSV file.
2. Please know that FamilyLife will follow-up with each participant. We will send an email with post-conference tips and resource information and allow them to opt into our newsletter if they so choose.