



KEYNOTE – Facilitators Guide



With the blessings of technology, we now have a variety of ways of communication and engagement with speakers at gatherings like this one all with their own strengths and challenges. Having a keynote speaker via video is great as it makes the content accessible to many more people and being pre-recorded means it can be revisited and added to resources for ministry in our local churches and means less risk if we were to live stream.

We do need to acknowledge that there are differences between how we engage with a speaker who is physically in the room and one who is on a screen. As facilitators we need to frame it for people in a different way to just welcoming someone to the platform to share.

Here's some key points for us as facilitators to make when introducing and transitioning out of the video of Mark McCrindle

When introducing the video:

- Explain who will be speaking and the general focus of their talk – Mark's bio below for you.
- Explain that it is approximately 35mins and was recorded for today. We actually have more content that we couldn't fit in for today, but will be available to everyone in a "directors cut" after Connect.
- Acknowledge and explain the challenge of watching someone talk for 35mins on a screen and use metaphors about getting out of it whatever you put in to illustrate the need for us to engage and listen to Mark. The work we do to engage will certainly be worth it.
- Here's what I'll be saying at the site I am facilitating. You can write your own or adapt this one to suit. Mark McCrindle brings our keynote today focussed on the Gen Alpha and Gen Z the context they find themselves in and what that means for ministry today. Mark McCrindle is a social researcher, TEDx Speaker, best-selling author, influential thought leader and Principal of the research-based advisory firm, McCrindle Research. He's the one who coined the term Gen Alpha. And he's a Jesus follower, a former Morling College student and much sought after speaker who has prepared this Keynote (one of more than 100 he is likely to do this year) for us today. In this video Mark speaks for about 35 minutes and there will be opportunities for us to share with each other as well. Though Mark comes to us via video he has tried to imagine you sitting here in front of him. So, as you watch lean in and be active listeners as if he was here right now in front of us. Watching a video is different but it doesn't have to be passive. The work we do to engage will be worth it. There will be opportunities to stop and reflect. Let's hear from Mark now and pray that the gift of technology that brings him to us will help us hear God's encouragement as we minister with Young People, Children and Families in local churches, schools, and community spaces across our region.



Resources:

This is a video presentation with 3 opportunities to pause and discuss together as a small groups including a time of reflection and sharing and prayer after the video.

- Video link in on web page to Vimeo we recommend downloading the video beforehand to reduce any playback delay
- You may like to provide blank paper for people to make notes in the reflection time

Video summary and facilitator tips– (50 minute session)

- Video Intro see above for suggestions
- **Section 1: Trends Shaping our Time**
 - 1. Population
 - 2. Cultural & Linguistic Diversity
 - 3. Regional growth
 - 4. Household size
- **11:00 Activity** (allow 2 minutes) –*facilitator pause video as a whole group on in tables answer the question: **What are the demographic shifts you are seeing? Cultural | Generational | Attitude | Family Structure***
- **Section 2: Transitioning generations** with particular focus on Gen Alpha & Gen Z
 - The 6 generations
 - Health conditions of the generations
 - Gen Alpha in focus - digital/mobile/global/social/visual
 - Gen Z & Alpha technology use
 - The re-prioritizing of faith & openness to spiritual conversations



- **29:00 Activity Pause & Chat** (allow 2-3 minutes) Have people discuss this in groups of 2-3 (this will help manage the time) *Share how you have found the changes in society in generations or in attitudes to Christianity*



- **Section 3: Three Takeaways**
 - Keep it REAL – authenticity
 - Keep it RESPONSIVE – use the eyes of the heart to see the changes for the generations
 - Keep it RELATIONAL -collaboration, participation and engaging together

- **35:00 Final reflection** allow up to 15 minutes perhaps some time discussing in groups of 4-5 and some pulling it together as a whole group depending on the size of the group You could finish by praying for the children and young people you are connected to.
What needs to be strengthened or changed in your church or ministry to keep it real, responsive and relational?



Consider having instrumental music play in the background during the discussion times.