

PODCAST CONVERSATION GUIDE

Episode 63: Are Events Killing the Church?

Why Do Churches Do Events?

- **Do we do events because churches have always done events?** Does it matter if the event actually helps people or not? Do we do the event because we're supposed to do the event?
- **Do we do events because we're lazy?** It's a lot easier to just throw events on the calendar than it is to think about how we might effectively help people take their next steps toward Jesus...especially if that involves engaging people in relationships.
- **Do we do events to justify certain staff positions?** Staff members can feel obligated to do events to prove the need for their positions. Is that happening here?
- **Do we do events to satisfy our egos?** It can be fulfilling to get up in front of a group of people and teach them.
- **Do we do events because we are afraid to say no?** Many times we don't know when to say no because we haven't established a clear vision and strategy so we mistake activity and busyness for effectiveness in carrying out our mission.
- **Do we do events because they're simply easier to measure?** If more people show up, do we assume the event was successful and helpful?

"The reality is that your "successful" event could actually be doing quite a bit of harm. They think they're becoming more Christ-like by going to the church event, when you could actually be pulling them away from what God has called them to do."

— Tony Morgan

Attributes of Healthy Events

- **The win isn't about attendance.** It's about how many people take next steps after the event.
- **Every event has a named purpose.**
- **The event leads to stories of life change.** If there are no stories to share, you probably shouldn't be doing the event.
- **The event is so compelling** that people invite friends to join them—especially those outside the church.
- **Events are only scheduled again** if they accomplished the goal of helping people take next steps.