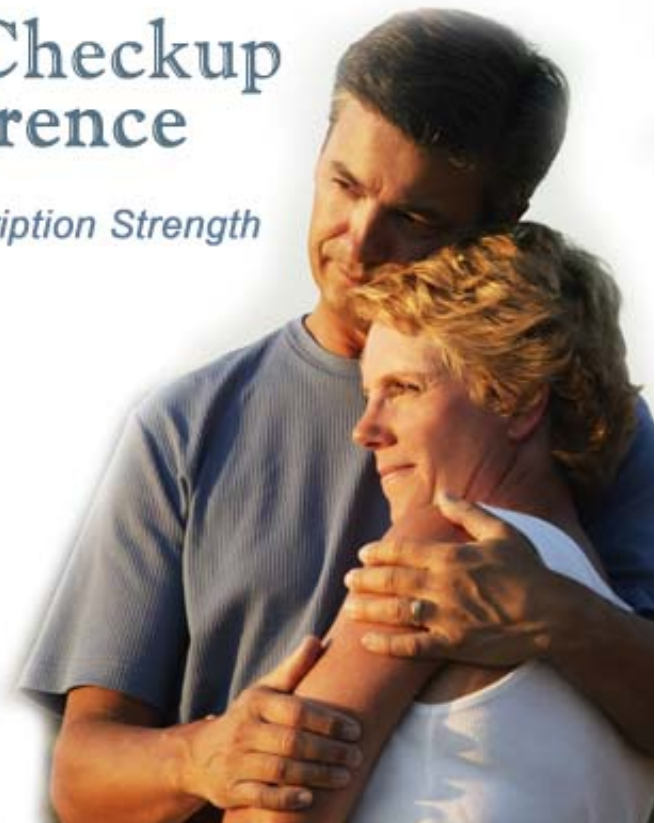


Government, Community, & Special Groups Edition

Hosting a

Couple Checkup Conference

Prescription Strength



Presented by Ron L. Deal

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THE COUPLE CHECKUP CONFERENCE

A PERSONALIZED RELATONSHIP POSITIONING SYSTEM FOR COUPLES:

At the intersection of traditional values for marriage, social science, and edutainment (“education designed to entertain and amuse”) is a dynamic and practical marriage education event. The Couple Checkup Conference is designed to inspire, educate, and encourage couples in all seasons of life (pre-marriage, marriage, and remarriage) toward greater intimacy and stability. It is also unlike any other marriage training event.

Until now marriage seminars were built around general marriage principles that speakers believed would equally benefit all the couples listening. But imagine a training event that combines presentations based on the two largest studies of married and remarried couple strengths ever conducted (over 200,000 people surveyed) with audience-specific presentations based on the needs of those attending each event. What could be more powerful for those attending?

In addition to sharing insights on the top predictors of highly satisfying marriage relationships, the Couple Checkup Conference uses one of the most sophisticated relationship assessments in the world (the online Couple Checkup) to tailor its message to each individual audience. It is built around the specific needs of specific groups of couples.

Furthermore, each individual couple receives personalized attention and feedback (Couple Checkup Report) regarding the health of their relationship and how they can grow stronger. This dynamic combination of personalized attention and group-specific training will result in significant growth for the audience.

Together, the Couple Checkup Report and the audience-specific presentations combine to give couples a unique Relationship Positioning System (RPS) that: 1) identifies “where they are now” (i.e., their current health); 2) points toward areas of growth (“where to go for more intimacy”); and 3) provides a path to get there (“gives directions to get there”).

Finally, the Audience Report, which reports on the health and educational needs of the couples attending the conference, is not only used by Ron to determine

which marriage education material to present, it also provides the conference host with specific information on how to help couples in your community or special group over time. Based on the data obtained, Ron will consult with host leaders and make recommendations for how your organization can strengthen couples in the future.

FOLLOW-UP GROUP MATERIALS:

Using the conference as a launching pad for small-groups of couples who meet for encouragement and further study magnifies the impact of the event significantly. In the safety of a small-group, couples can process, assimilate, and implement what they have learned.

Groups of married or remarried couples can utilize the books *The Couple Checkup* and *The Remarriage Couple Checkup* for discussion and expansive study. These books also capitalize on the couple's personalized Couple Checkup Report.

We encourage you to make plans to launch small-groups after the conference.

PURPOSES OF THE CONFERENCE:

1. To lower divorce rate and build stronger marriages.
2. To help dating couples make better decisions about moving toward marriage.
3. To help premarital and pre-stepfamily couples better prepare for the future and strengthen their couple bond before marriage.
4. To help stepcouples beat the odds of divorce (currently two-thirds divorce).
5. To help communities and special groups develop a specific game-plan for enriching couples over time.
6. To equip church and community leaders to better support couples of all types.

Consider a “1-2 ministry punch” for couples in stepfamilies!

Host the Checkup conference and then 3-4 months later host Ron's “Building a Successful Stepfamily” conference for couples in stepfamilies. The first event will help promote the second! Ask Ron about this possibility.

CONFERENCE OVERVIEW:

1. Couples attending the conference must pre-register at least three weeks in advance (couples registering after the deadline can be included but their

profile will not impact seminar presentations). The host organization handles all registration.

2. Upon registration, couples will be given a voucher code that enables them to take the online Couple Checkup. This must be completed at least 10 days before the event in order for their profile to be included in the Audience Report.
3. Ron will print an Audience Report and make decisions on which presentations will best minister to the audience attending. These “audience-specific modules” will be added to general presentations combining Biblical principles and research insights from our studies of couple strengths. Examples of possible modules include:
 - Connecting: Communicating and Resolving Conflict in Marriage
 - Passionate Sexuality: Igniting Physical, Emotional, and Oneness in Marriage
 - Marriage-Centered Parenting
 - Maximizing Your Fun-Factor
4. A master handout will be developed and emailed to the host organization. Copies will be placed in the Conference Notebook for participants.
5. “Sidebars” will be used throughout the conference to speak to the unique needs of premarital and remarriage (stepfamily) couples.
6. Based on the Audience Report Ron will consult with leaders during the weekend and after (by phone) about how they can best educate couples after the conference.
7. Registrations within the last 10 days are possible, but these couples will not be included in the Audience Report which determines conference presentations.

PRESENTATIONS & SAMPLE SCHEDULE:

Main audience-specific presentations will be “sandwiched” between presentations on the strengths of healthy marriages. All the presentations will be influenced by the Audience Report.

Friday Afternoon Consultation:

Time TBD

Consultation time with host leaders about marriage education after the conference.

Friday Night: 7:00–9:00 PM

6:00 pm	Check-in begins
7:00–9:30 pm	Finding Strength for Your Marriage

Saturday: 8:30–12:30 PM

8:30–10:00 am	Audience-specific module
10:00–10:15 am	Break
10:15–11:15 am	Audience-specific module
11:15–11:30 am	Break
11:30–12:30 pm	Living Your Prescription Strengths
12:30 pm	Dismiss

FINANCIAL CONSIDERATIONS:

Hosting an event like this requires some financial backing. However, we have developed a registration fee system that will pay for most of the conference, and in addition, helps to offset your expenses. Assuming you can reach our minimum audience size your expenses will be minimal. Consider networking with 2-5 other area organizations to ensure a minimum audience size and share expenses.

Conference Financing:

1. The conference fee for participants is \$49 per person. The host will keep at least \$5 per person of the registration fees for expenses (see details below) and pay us the balance of \$44. Our current minimum registration is 300 people. We ask that you guarantee payment for at least 300 people (or a speaking fee \$13,200).
 - Should 300 people register, you will retain \$1500 for expenses.
 - Case example: if just 150 people register, you would retain \$750 for expenses and be responsible to pay an additional \$6600 beyond collected registration fees (\$6600).
 - The minimum attendance requirement can change; please confirm that 300 is still the minimum requirement before final booking.
2. As For Me and My House Ministries will cover all of Ron's travel and meal expenses (including flight, hotel 2-nights, meals, rental car) and the online Couple Checkup profile for each couple, a retail value \$29.95 per couple (even if the couple doesn't use it *before* the conference).

3. Should your registration exceed 400 people, we will increase your expense distribution to \$10 per person. In other words, from registrations you will retain \$5 per person for the first 400 people, then \$10 per person for everyone beyond 400 people.
 - Case example: for an attendance of 500 people you will retain \$3000 of the registration fees (\$2000 for the first 400 and \$1000 for the last 100 people).
4. An initial \$1000 deposit is required to secure the conference date. It will be applied toward the final speaking fee at the time of the event.
5. At your expense you are free to subsidize the \$49 registration fee for participants. Scholarships for low-income couples are also encouraged.
6. Consider having a group rate available for groups or companies that send 10 or more couples to the conference. Example: one free couple for every 10 couples that register or a 20% discount for everyone.
7. 5 couples from the host organization may attend for free (but do not count toward the minimum).
8. Once a date has been negotiated, a simple Conference Agreement detailing the above financial arrangements will be sent to the host organization. It can be returned with the deposit to secure the conference booking.

Keep in mind:

- Your expenses will include marketing, refreshments, Conference Notebooks, perhaps child-care, and facility costs (if needed). You can partly “pay yourself back” with the money you retain from registrations, but your expense portion may not cover all costs.
- Host organizations handle all registrations and collect registration fees.
 - Please confirm the minimum attendance requirement before final booking.
- Each couple needs to take the online Couple Checkup before the conference. Voucher codes will be provided to the host organization to be passed on to registering couples.
- Each seminar participant needs to receive a Conference Notebook assembled by the conference host (directions will be provided after booking). Copies in the Notebook will be provided by the host. We recommend you create a notebook with the following:
 1. Conference Handout (provided by us).

2. Conference Order Form (for purchasing resources at the conference; provided by us).
 3. Name tag & schedule.
 4. Basic information about your organization and/or upcoming marriage/family events in the community.
 5. A list of trusted counselors in the area.
 6. Added Value Items: e.g., complimentary magazine, online article printed, etc.
- “A seminar without child care is doomed to fail.” This is a must so please plan to do it well (at least for ages Kindergarten–5th grade).

CANCELLATION POLICY:

If for any reason the host organization cancels a conference more than six months from the conference date, the deposit will not be refunded.

Events canceled within six months of the scheduled date will forfeit the deposit plus half of the minimum registration speaking fee (since scheduling another conference in its place is unlikely).

RE-SCHEDULING POLICY:

If for any reason a conference needs to be re-scheduled by the host, the above Cancellation Policy will be observed and a new deposit must be paid before another date can be confirmed.

REGISTRATION PROCESS:

1. Set a registration deadline 3 weeks in advance (with a late-fee of at least \$20 per person). This allows us time to run an Audience Report, determine personalized presentation topics, and prepare a handout for you to copy.
2. The rather high late-fee (\$40 per couple) is intentional and meant to deter persons from missing the above deadline.
3. Persons who register after the deadline are welcome, but will not be included in the Audience Report.

AUDIO / VIDEO NEEDS:

1. The conference makes use of a Power Point presentation. Ron provides the laptop computer and program, but needs the church to have a LCD projection system available. A video projector can be rented if the church does not own one. A large presentation room, auditorium, or worship center is generally best.
2. Also, Ron utilizes video clips from movies and TV programs to illustrate certain points throughout the seminar. 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 in advance.
3. A wireless microphone is a must as Ron needs mobility in conducting demonstrations and making the presentations.
4. A second microphone is useful for announcements, etc. Wireless is preferred, but a corded microphone is workable.

FLIGHT / HOTEL / TRAVEL ARRANGEMENTS:

1. All travel costs are paid for by As For Me and My House Ministries.
2. We will be happy to make flight and hotel arrangements.
3. We will arrange for a rental car from the airport.

BEFORE THE CONFERENCE:

1. While this conference speaks directly to couples with humorous and penetrating content, the event is also intended to be a catalyst for further marriage education in your community.
 - a. Talk with Ron about how this event can further an established program or launch a marriage education effort. You can announce your intentions at the seminar. A number of participants will likely return for the class/group.
 - b. Start seeking out class/support group leaders. Talk with us about follow-up material to utilize after the conference.
 - c. Get follow-up leaders involved in the planning of the conference and help them catch a vision for the future.
2. Once someone registers:
 - a. Confirm their registration with an email.

- b. This email will also provide them with a Couple Checkup voucher number (that we will supply you) and deadline date for taking the online Checkup. A sample email will be provided to you. See the last page of this document for instructions on how to take the online Couple Checkup; you will forward these instructions to couples with their voucher number.
 - c. Send a follow-up email to couples about 3 weeks before the conference reminding them of the Couple Checkup deadline.
 - d. Send a second email to registered couples 2 weeks before the conference.
3. Review Conference Set-up and A/V requirements (see below).
 4. Prepare a check for the minimum registration fee to be handed to Ron during the conference. The balance of the speaking fee can be settled after the conference.

AUDIO / VIDEO TAPING:

Ron asks that you not record the seminar. He has an order form that will be made available to anyone wanting to order audio, video, or book materials.

AFTER THE CONFERENCE:

1. As For Me and My House Ministries will send an invoice for the balance of the speaking fee to be paid after the conference (the minimum fee will be paid at the time of the conference).
2. We will need a list of participants emailed to us (Excel file works best) including mailing addresses and email addresses.

PUBLICITY & ADVERTISING:

While we leave it to you to determine the best avenue for advertising to your community, we do have a few suggestions.

1. A web page will be provided you with up-to-date promotional graphics, brochures, posters, radio spots, etc.
2. You are free to print your own brochures and promotional materials. However, we have simplified the print materials process for you. Contact freelance graphic artist Tony Clayton at tony.clayton@suddenlink.net and ask him for a

specific quote regarding the promotional materials you see on the above web site (Tony does not work for As For Me and My House Ministries). He will personalize the items for you, order the print, and have them shipped directly to you. He will then invoice you for the order and his fee.

3. Radio advertising is critical. We have produced a number of commercials that you can use to promote the event. There is no charge for the produced ads—you simply have to purchase the radio airtime. Also, ask local stations if they would be interested in doing a live phone interview with Ron before the event (a good form of *free* advertising).
4. Develop team-leaders that will personally deliver brochures and information to schools, agencies, churches, physicians, etc. Direct contact with someone always works best. Ask them to “champion” the conference in their circle of influence.

ADDITIONAL MARKETING IDEAS:

These are ideas that have worked for other organizations. Please modify them for your setting.

- Ad and/or listed in calendar of events in a local parenting newsletter or paper.
- Local Ministerial Alliance - announcement at meeting / flyer
- Chamber of Commerce notice / community calendar
- Flyers at the YMCA
- Letter of invitation to churches and community contacts
- Letter to area schools, day care centers, etc.; supply a flyer for them to hand-out to parents.
- Letter to county Dept. of Human Services, Children Protective Services, Pro-Family organizations
- Letter to regional churches; send multiple letters to keep reminding ministers. Send your first notice 6 months in advance and contact someone from the church (“champions”) personally. Ask them to spear-head promotion in that congregation.
- Ads in the local newspaper
- Place an “news release” in the local paper (usually free)
- Radio: one minute spots, Public Service Announcements, and/or interviews with Ron by phone.

Station #1 _____	<input type="checkbox"/> spot	<input type="checkbox"/> PSA faxed	<input type="checkbox"/> Run ads
Station #2 _____	<input type="checkbox"/> spot	<input type="checkbox"/> PSA faxed	<input type="checkbox"/> Run ads

Station #3 _____ □ spot □ PSA faxed □ Run ads

Station #4 _____ □ spot □ PSA faxed □ Run ads

- Letter to organization membership
- Specific Group to Notify #1: _____
- Specific Group to Notify #2: _____
- Specific Group to Notify #3: _____
- Specific Group to Notify #4: _____
- Specific Group to Notify #5: _____
- Other: _____
- Other: _____

Couple Checkup Conference

Presentation Room Set-Up & Materials Check List

Person Responsible: _____

Participant Registration:

After checking in or registering, each participant should receive their Conference Notebook.

Room/Worship Center Set-Up:

- Seat participants at round tables if possible; Rows of chairs is a good second option.
- One large lectern at the front of the auditorium (on stage) with a bar stool.
- PA system with a wireless microphone (for Ron) and one extra microphone for announcements and demonstrations.
- Projection system for Power Point presentation and video clips. Ron will supply the laptop computer and remote wireless control which must be able to access both VGA projection connection (to LCD projector) and audio output/input to your in-house PA system. Please confirm that you have connection cords to run sound out of the laptop into the PA system.

Resource Sales Tables:

- Set-up 3-5 long display tables for book & tape resources. Resource materials (e.g., books, videos, & CD's) will be shipped before the conference. Please do not invite local bookstores (or church in-house bookstore) to sell items as well.
- Two volunteers at each table (minimum) are needed to take money and answer questions.
- Have calculators on hand. Order forms for you to print and place on the sales table (and in the Conference Notebook) will be emailed to you.

Directions for Taking the Online Couple Checkup:

Once couples register for the conference, you will forward the following directions to them with a voucher code and group number. We will supply that email to you after booking.

General Directions for taking the online Couple Checkup:

1. Go to www.CoupleCheckup.com.
2. Click Get Started to set up your Couple Account (or Login once you or your partner has already set up your Couple Account).
3. Creating your Couple Checkup Account (skip to #4 if your partner has already created a couple account and taken their portion of the Couple Checkup).
 - a. Create your own Usernames for you and your partner
 - b. Create your own Account Password
 - c. Review / Accept the Terms and Conditions
 - d. At the “Payment” page (Step 3) enter the Voucher Code provided to you (an example is provided below).
 - e. Save your Account Information. You and your spouse will need this to login from this point forward. You will not enter the voucher number again.
4. Print your account information
5. Enter your email addresses so you can send account information to yourself and your partner.
6. Login to your Account and complete your Couple Checkup (should take 30-45 minutes). Each partner will need to complete the inventory but you *should not* take it at the same time. Each of you can take it at your convenience and from any computer (give yourself about 45 minutes to complete the items).
7. Once you have both finished you will be taken to a View Results page.
 - a. Enter the Group Code provided to you. This is critical as it keeps track of the number of persons involved in your conference.
 - b. Print a Discussion Guide for yourself and your partner. Feel free to begin processing what you’ve learned from your Report.
 - c. Click View Results to open your report (must have Adobe Acrobat Reader Version 7 or newer to view your report).
 - d. Click Adobe Acrobat Reader to update your system if you have difficulty viewing your report.
 - e. Questions? Click the Contact Us link to connect with Life Innovations.

SAMPLE VOUCHER NUMBER:

Create Your Couple Account - Step 3 of 3



Step 3: Enter voucher or payment

Enter Voucher Code below and click "Submit Voucher".

If you do not have a voucher code, you may purchase the Couple Checkup below.

SAMPLE Voucher
Code:

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