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DJA CCDA NATIONAL CONFERENCE

# KNOXVILLE

Aug 30-Sep 3, 2028

Local Advisory Team Handbook

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Welcome to the Christian Community Development Association's Local Advisory Team for the **2027 National Conference!** The countdown is on for **August 30 - September 3** in beautiful Knoxville, Tennessee, and we are thrilled you're with us.

On behalf of the national team, a huge thank you for dedicating your time, energy, and heart to this incredible journey. You're not just helping us plan a conference—you're the **engine** that will make this event a success. Your work is a gift to the national team, our members, the body of Christ and the city of Knoxville. We can't wait to see what we'll build together!

## What's Our Purpose?

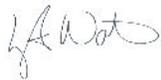
If you're new to CCDA, you might be wondering what this whole **Local Advisory Team (LAT)** is all about. This handbook is your guide, but before we dive into the details, let's get to the heart of our mission:

- **Building a Movement:** Our goal is to cultivate a thriving fellowship of Christian Community Development practitioners right here in your region. This isn't just about the conference; it's about creating connections that last long after we've packed up and left.
- **Fueling the Conference:** You are our eyes, ears, and hands that help us bring this conference to life, providing essential support to the national staff.
- **Celebrating Knoxville:** We want to build deep, meaningful relationships throughout the host city. Your connections will help us weave a diverse tapestry of community voices into the conference, ensuring a truly welcoming and impactful experience for everyone—attendees and local residents alike.

The following pages lay out the blueprint for our collaboration. Think of it not as a rigid rulebook, but as a flexible **guide**. While we'll work together to coordinate the logistics, your most vital role is to **build community** and **create excitement** around the conference. This is your opportunity to serve the CCDA family and the broader Christian community in your area.

If you have any questions, please don't hesitate to contact our Director of Membership & Conference, Scott Overpeck, at [scott@ccda.org](mailto:scott@ccda.org).

Blessings,



Lorenzo A. Watson  
CEO/President

## Roles and Responsibilities

### LAT Team Co-Leaders/Liaisons

- We ask the Local Advisory Team (LAT) to select 2-3 co-leaders (preferably from different organizations) to act as key liaisons. These leaders will be the vital link between the LAT and the national team, helping us streamline communication and keep things running smoothly.

### Surveys, Forms and RFP's

- This is where the magic begins! City Surveys are our most critical brainstorming tool. They provide us all with invaluable insights, from potential conference themes and Scripture verses to speaker recommendations and key contacts.
  - **We need your help** to reach our goal of 50 completed surveys. Please rally your team, networks, and partners to participate. This is the most important step in the planning process, helping us define our theme, identify key leaders, and get the creative juices flowing. This phase should be completed by the end of 2027.
- Forms and RFPs
  - Once the theme is set, a speaker recommendation form will be released. You'll also have the opportunity to submit proposals for Workshops, Networking Sessions, and Go & Sees. Locals will receive preference in the selection process, so don't be shy!
  - **This is the primary execution phase of planning in addition to the regular meetings and the RFP's will have individual deadlines that will be shared with the LAT via the LAT page on the website, our monthly meetings and via email.**

### Meetings

- Bi-monthly virtual meetings the year before the conference
- Monthly virtual meetings the year of the conference
- 3 in person gatherings in 2027 to be decided at our September meeting
  - 1st Quarter –
  - 2nd Quarter –
  - 3rd Quarter –
- Receive conference updates from CCDA staff
- LAT members share local connections, ideas, and resources that will help the host city be featured at the conference.
- Meeting Format:
  - Agenda's will vary throughout the year
  - Early in the year meetings will be a chance to connect and brainstorm
  - As the theme, subthemes, key focuses are solidified, meetings will shift to identifying needs and next steps in the planning process.

- There will always be a time of updates on progress in planning, sponsorship, attendance etc as well as a time for you to make specific recommendations
- The in person meetings are often coordinated around prominent community events and will be decided in our Sept 2027 meeting. These often are more of an event geared around encouraging people to get involved and engaged. These are very flexible but important in helping to build momentum for the conference.

## **Showcasing Knoxville**

These are the creative opportunities for you to put Knoxville's unique mark on the conference.

### Networking Session

- Networking sessions at conference are organized for communities with something in common (geographic, identity affinity groups, missional etc.)
- It's important to have a host city networking session during conference hosted by members of the LAT because there will likely be a strong showing of local folks attending the conference looking to get connected with CCDA practitioners in the area. This also helps to build up the local network once conference concludes.
- Important Note: Someone from the LAT will need to submit the proposal to coordinate the Local Networking Session when it becomes available (likely early 2nd quarter).

### Go & Sees

- These are on-the-ground site visits hosted by local ministries, churches, and organizations that showcase the incredible Christian community development work happening in the city. Your role is to submit proposals and encourage other local practitioners to do the same. This is our chance to highlight the transformative work happening right here.

### Opening Session Plan

- The conference opener is our big moment to celebrate the LAT and the city of Knoxville! Your input and creative direction will help shape this to be a time of praise and celebration for the city and its people.

### Indigenous/Native Peoples Connections

- CCDA has a long standing commitment to honoring our Indigenous and Native American family. We have been blessed to learn from them
- As such we always want to honor the traditions of people of the area and acknowledge the land and its people
- It is our sincere hope that LAT members are already connected with local Indigenous leaders. If not, this is a beautiful opportunity to begin building those relationships and work toward a long-term commitment. The LAT will identify local tribal leaders, make

connections, and commit to honoring that relationship long after the national office has left.

### Sponsors and Exhibitors

- One feature of the CCDA conference is a robust exhibit hall filled with ministries, organizations, businesses, publishers, colleges/universities/seminaries, etc. looking to build connections with CCD practitioners.
- The LAT supports this effort by recommending and making introductions to local groups that would be interested in sponsoring/exhibiting at the conference.

### Performances

- Add some local flair! We're looking for dancers, musicians, poets, and other artists from the Knoxville area to perform on our stages. Your help in facilitating conversations with local artists will bring a vibrant, local energy to the conference.

### Attendance Building

- You are our most important ambassadors! We need you to spread the word about the CCDA conference to local folks. We hope you'll consider pre-purchasing blocks of tickets to bring your teams, congregations, partners, friends, and family. The national team will provide all the promotional materials you need to get the word out.

### Volunteerism

- The conference couldn't run without our amazing volunteers! We need about 100 dedicated volunteers to help us ensure a smooth, impactful experience for everyone. First preference for volunteers goes to folks from Knoxville. In return for 10 hours of service, volunteers will receive a deeply discounted conference ticket.

### Your Commitment

- Every member of the LAT is asked to:
  - Complete the city survey
  - Share the city survey with other local leaders who have valuable insights into the city and broader region
  - Promote the conference to their networks
  - Respond to RFPs and email requests for information, connections, and ideas whenever your expertise and networks align

## **Benefits:**

Bringing a CCDA National Conference to your city isn't just a lot of work, it comes with some amazing benefits:

- **Economic Impact:** The City of Knoxville estimates that the conference will bring in approximately \$2.8 million to the local economy.
- **Grow Your Local Network:** The conference is a fantastic catalyst for building a strong local CCDA network, and we'll provide support to help it flourish.
- **Special Pricing:**
  - **Volunteers** receive a deeply discounted ticket.
  - **LAT members** are guaranteed our lowest public/sponsor rate for themselves and their guests.
  - **First-time exhibitors** from Knoxville receive a significant discount on their booths.
- **Showcasing Your City:** The opening session is your chance to get creative and truly show off the heart and soul of Knoxville!
- **Local Priority:** We prioritize local talent, expertise and vendors! You'll get first consideration for workshop and networking session proposals and we'll highly prefer your recommendations for performers, printers, and other vendors.