

MEDIA AND MINISTRY CONFERENCE

From Content to Discipleship: Turning Followers into Disciples

Conference Report

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Participants and conference leaders at World Mission University

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1. Executive Summary

The Media and Ministry Conference brought pastors, ministry leaders, students, and other participants together for a focused morning of worship, training, and reflection on the use of digital media and artificial intelligence in Christian ministry. The conference emphasized a central ministry principle: technology and communication platforms are tools, while the goal remains Christ-centered discipleship and faithful fulfillment of the Great Commission.

Participant feedback was strongly positive. All survey respondents reported that the conference was helpful to their preaching ministry: (87%) said it was “very helpful,” and (13%) said it was “somewhat helpful.” The AI session received the strongest session rating, with respondents (87%) rating it “very useful.”

Key Outcomes

- High perceived ministry value, with 100% of respondents reporting that the conference provided help to their ministry.
- Strong interest in artificial intelligence, both as a useful current tool and as the area where many participants want additional training.
- Consistent appreciation for a Christ-centered approach that places spiritual purpose above platforms, popularity, or technology.
- Clear demand for more practical, hands-on instruction and additional time for presenters.
- Strong follow-up potential: More than 70% respondents expressed interest in PT 314L – Media and Ministries, either for academic credit or as auditors.



A conference session in progress

2. Conference Program and Content

Time	Program
9:00–9:30 a.m.	Opening, registration, fellowship, and breakfast
9:30–10:00 a.m.	Worship
10:00–10:30 a.m.	Opening and conference introduction — Pastor Juan Lee
10:30–11:00 a.m.	Melvin Valiente — Use of Social Media in Ministry
11:00–11:30 a.m.	Pastor Edgardo Moreno — Artificial Intelligence in Service of the Great Commission
11:30 a.m.–12:00 p.m.	Pastor Netz Gómez — How to Captivate Audiences
12:00–12:30 p.m.	Q&A
12:30–1:00 p.m.	Closing — Pastor Abraham Bejarano

Program Emphasis

The sessions moved from worship and theological framing to practical communication tools. Social media was presented as a ministry channel for purposeful content and audience engagement, while the AI session explored emerging opportunities to support research, preparation, and outreach. The audience-engagement session reinforced the need to communicate clearly and compellingly without losing the central purpose of leading people toward Christ.



Q&A Session

3. Participant Evaluation Results

Overall Usefulness

Measure	Share
Very helpful	87%
Somewhat helpful	13%

Session Ratings

Measure	Share
YouTube session — Very useful	67%
YouTube session — Useful	27%
YouTube session — Fair	7%
Facebook session — Very useful	67%
Facebook session — Useful	27%
Facebook session — Fair	7%
Artificial Intelligence session — Very useful	87%
Artificial Intelligence session — Useful	13%

Recommendation to Other Pastors

Measure	Share
Would recommend enthusiastically	73%
Would recommend if the opportunity arises	27%



Media production supported the conference program

4. Themes Emerging from Participant Feedback

Christ-Centered Use of Technology

A recurring theme was that media, social platforms, and AI should serve the mission rather than become the mission. Participants valued reminders to lift up Christ, depend on the Holy Spirit, and measure effectiveness by transformed lives rather than likes or visibility.

Practical Digital Ministry Skills

Participants highlighted purposeful posting, audience targeting, live streaming, short-form video, and the broad reach of YouTube as useful concepts. Several respondents asked for more technical, step-by-step workshops that allow them to practice the tools directly.

Artificial Intelligence

AI generated the strongest enthusiasm. Respondents appreciated learning about different AI modalities, appropriate uses, and the potential to support research and ministry preparation. At the same time, feedback stressed discernment: AI should not replace spiritual dependence, pastoral judgment, or verification of information.

Requested Topics for Future Events

- More advanced and hands-on AI training
- Practical technology workshops for church and ministry use
- Sermon construction and moving audiences toward a response to Jesus
- Pastoral counseling and healing
- Evangelism in the workplace
- Prophetic/end-times topics
- Translation and multilingual ministry



A speaker addressing conference participants

5. Recommendations

Expand hands-on training. Add guided demonstrations or workshop stations for AI, social media, livestreaming, short-form video, and content planning.

Allow more presenter time. Several respondents requested longer sessions. A future format could use fewer topics with deeper instruction or add an afternoon workshop track.

Keep the Christ-centered framework explicit. Continue connecting every technology topic to discipleship, biblical integrity, dependence on the Holy Spirit, and the Great Commission.

Build a structured follow-up pathway. Use the strong interest in PT 314L to invite participants into continued training, with separate pathways for credit students and auditors.

Strengthen promotion and attendance. Participant feedback specifically mentioned more promotion and attendance. Earlier outreach to churches, alumni, students, and ministry networks may broaden participation.

Align evaluation language with the event. The survey repeatedly refers to a “Preaching Conference” and includes YouTube/Facebook labels that do not exactly mirror the published program. Future evaluations should use the event’s official title and session names for clearer reporting.

6. Conclusion

The 2026 Media and Ministry Conference successfully combined spiritual formation, ministry communication, and emerging technology. The evaluation data indicates that participants found the event useful, would recommend it to other pastors, and want continued learning—especially in artificial intelligence and practical media skills. The strongest opportunity for future conferences is to preserve the Christ-centered theological foundation while increasing hands-on application and follow-up training.

Selected Participant Reflections

“What matters is not how many you can reach, but how many lives are changed and directed toward Jesus.”

“Technology is a great tool for ministry... we must learn to use it with wisdom, purpose, and discernment.”

“These classes help us learn the tools that are available to reach others through social networks and other media.”

