

ChristianResources *Together*

A PARTNERSHIP WORKING FOR RETAILERS & SUPPLIERS

OUR JOURNEY so far...

Early in 2008 discussions began between the Christian Booksellers Convention (CBC) and Christian Resources Exhibitions (CRE) with the objective of the CRE team organising and managing the CBC event that was planned to be held at the TIC, Telford in March 2009.

Soon after the agreement had been reached and work had begun on planning the 2009 event it became apparent that the staging of the CBC exhibition at Telford was no longer financially viable. This was mainly due to the decline in delegate attendance over recent years and a number of significant suppliers indicating that they would not be exhibiting at the planned 2009 event.

Later in the year a decision was reached that CBC would be purchased by CRE (which is part of Bible Society) and would continue to be organised by CRE. It was also agreed that CBC would be integrated into the Sandown Park CRE programme for May 2009.

Every effort was made to maintain the character and identity of CBC within the CRE exhibition including a separate area for CBC exhibitors, training and the Banquet & Awards Evening.

With the limited amount of time to reorganise CBC within CRE, the transition was more successful than many had anticipated. However upon evaluation and the changing needs of both retailers and suppliers it was apparent a fresh approach to a retailers and suppliers gathering needed to be considered.

With this in mind representatives of CRE, the BA-CBG, Christian Suppliers Group, Christian Marketplace and the former STL Distribution met to consider the current requirements of both retailers and suppliers. Out of the discussions has come a new partnership to be known as ChristianResources*Together* with an objective *to provide support, fellowship, training and any appropriate business opportunities for those working within the Christian Retailers and Suppliers trade.*

It is our privilege to invite you to join us on this journey as we share with you our plans for 2010 and beyond.

Stephen J Briars

On behalf of ChristianResources*Together*

ChristianResources*Together* is facilitated by Christian Resources Exhibitions, Trinity Business Centre, Stonehill Green, Westlea, Swindon, SN5 7DG T: 01793 418234
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Part of Bible Society

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Partnership Members

- Christian Resources Exhibitions/Bible Society (Managing Partner)
- BA – CBG
- Christian Suppliers Group
- Christian Marketplace magazine

Partnership Mission Statement

- The Partnership will seek to provide support, fellowship, training and any appropriate business opportunities for those working within the Christian Retailers and Suppliers trade

Partnership Objectives

- To maximize the impact of Christian suppliers and retailers within the church marketplace
- To maximize the impact of Christian suppliers and retailers within the wider public sector
- To develop skills and share best practice for staff and volunteers
- To foster and invest in innovation and to encourage new talent across the sector
- To seek for new customers, products and markets throughout the world
- To serve the cause of Christ and the Bible along with the church in all it's multi-faceted forms

Expressed through

- An annual 24 hour retreat at High Leigh
- Up to three Regional Retailer Days each year held at Christian Resources Exhibitions
- Training opportunities for both retailers and suppliers in conjunction with the CSG & BA-CBG
- An Annual Consultation Forum
- Regular editorial in Christian Marketplace magazine
- Christian Resources Together website
- Annual Trade Awards – e.g. Retailer of the Year

Partnership Management Group

The partnership's management group will convene not less than 4 times per annum. Primary objectives are:

- To input and support the planning and delivery of the proposed annual events
- To represent Christian retailers and suppliers

The initial intention is for the Partnership to commence in January 2010 with a lifespan of 3 years and then subject to review

Partnership Finances

- The aim of all events organised by Christian Resources Together is to be self-financing
- Where possible funding will be sort from additional sources – ie CCLI
- Initially the set-up and administration costs will be provided by CRE/Bible Society

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STRONGER TOGETHER – WEAKER APART RETAILERS & SUPPLIERS RETREAT

**HIGH LEIGH CONFERENCE CENTRE, LORD STREET, HODDESDON,
HERTS, EN11 8SG**

Tuesday 4 & Wednesday 5 May 2010



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CONFERENCE CENTRE FACILITIES



Facilities include:

- Well equipped conference suites
- Main hall seating 220
- Smaller rooms for seminars
- Coffee lounge
- Free Wi-Fi
- Relaxed and quiet environment
- Attractive gardens and grounds

PRAYER ROOM



Prayer Room

Opportunity for both group and individual prayer throughout the event

The Prayer Room will be overseen by Clem Jackson, Editor of the Christian Marketplace Magazine

ROOM ACCOMMODATION



Room Accommodation

En-suite rooms have bathroom suite, towels and soap, plus tea and coffee making facilities with exceptionally high standard of décor and furnishings.

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CATERING



Catering

- High Leigh has an outstanding reputation for a high standard of catering.
- Special dietary needs catered for
- Licensed bar available serving both alcoholic & non-alcoholic drinks

LOCATION



Location

By Road:

7 miles from M25 (Junction 25)

By Rail:

Regular service from London Liverpool Street. Broxbourne Station 2 miles from High Leigh.

By Air:

Stanstead Airport is 40 mins by road or 35 mins to Broxbourne Station

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EVENT PROGRAMME

TUESDAY 4 MAY 2010

- 11.00 - 12.30 Arrival & registration (refreshments served)
Opportunity to meet the Suppliers
- 12.30 - 1.00 Welcome to: **STRONGER TOGETHER - WEAKER APART** by members of the
ChristianResources *Together* Partnership
- 1.00 Lunch
- 2.00 Room registration
- 2.30 – 3.00 **STRONGER TOGETHER - WEAKER APART**
Introduction & Opening Prayer
Keynote speaker
- 3.05 – 4.00 **Workshops & Seminars**
Structuring your Business & Financial Management - Session 1
Developing Sales Beyond the Front Door
Effective Sourcing & Buying of Product
- 4.00 – 4.15 Coffee / Tea break
- 4.15 – 5.10 **Workshops & Seminars**
Structuring your Business & Financial Management - Session 2
Developing Sales Beyond the Front Door (Repeat)
Effective Sourcing & Buying of Product (Repeat)
- 5.15 – 6.00 **Suppliers Presentations**
Kingsway Communications
IVP
Hodder Faith
- 6.00 – 6.45 Free time
Opportunity to meet the Suppliers
- 7.00 Evening Dinner

Contd...

- 8.30 – 10.00 Evening Presentation
8.30 – 8.35 Welcome & Introduction
8.35 – 8.50 Guest artist – Cathy Burton
8.50 – 9.10 Guest speaker
9.10 – 9.55 Christian **Resources Together** Awards
9.55 – 10.00 Guest artist and close
- 10.00 Bar & Coffee lounge open

WEDNESDAY 5 MAY 2010

- 8.15 Breakfast
- 9.15 – 9.45 Check out
- 9.45 – 10.15 Morning devotions
- 10.20 - 11.15 **Workshops & Seminars**
Structuring your Business & Financial Management - Session 3
Please Step Inside – Good Customer Service
Managing Stock Effectively
- 11.15 - 12.15 Coffee / Tea & Opportunity to meet the suppliers
- 12.15 - 12.45 Closing devotion – Eric Delve
- 1.00 Lunch
- 2.00 – 2.30 Communion
-

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GUEST SPEAKERS & ARTISTS

Cathy Burton



Cathy Burton formerly lead singer of popular band Blueberry, has built up a UK following appearing at such events as Soul Survivor and Cross Rhythms. Her latest album, *Into Their Dreams*, is being released in January by Kingsway Music.

Eric Delve



Eric Delve is vicar of St.Luke's Church in Maidstone, Kent and runs the Detling Festival. He travels extensively, speaking in churches and at conferences around the country. Eric's latest book *Live Like You Mean It* is being published by Hodder Faith in March 2010.



Other speakers to be confirmed. Please visit www.christianresourcestogether.co.uk for up-to-date information

ChristianResources *Together*

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WORKSHOPS & SEMINARS

Choose from 5 seminars or workshops to help equip, train and motivate you and your staff to run, manage and organise an effective Christian retail store.

Structuring your Business and Financial Management

Subjects covered to include:

Establishing a viable business model
Raising financial support
Cash flow
Employing and recruiting staff
Volunteers

This series of talks will consist of 3 one hour seminars. The subjects covered will be of particular value to store owners, managers and possibly Trustees.

Developing Sales Beyond the Front Door

Subjects covered to include:

Churches and Church Book Agents
Schools
Events

Practical and creative ways to grow and develop your business beyond the front door of the store.

Contd...

Effective Sourcing and Buying of Product

Subjects covered to include:

Buying directly from publishers

Who are the wholesalers and what can they provide?

To buy or not to buy directly from the USA

Purchasing greeting cards and gifts

Carrying a range of product from classical music to Reggae

Probably one of the most challenging aspects of running a Christian retail store is the sourcing and buying of product. This seminar sets out to give practical advice on good sourcing and buying of product.

Please Step Inside – Good Customer Service

Subjects covered to include:

Creating a welcoming environment

Good customer service is essential

Display really matters

All retailers want their customers to return to their store again and again but what exactly can we do to create that customer loyalty? This seminar looks at how to create a welcoming environment in your store and to encourage first time customers.

Managing Stock Effectively

Subjects covered to include:

How to manage your stock objectively

Keeping the bestsellers on the shelf

Avoiding the trap of over-buying

Disposing of dead stock

One of the most essential disciplines for running a Christian retail store is ensuring that you have the latest bestsellers while avoiding dead and remainder stock.

The workshops and seminars are organised in conjunction with the BA-CBG and will be led by experienced practitioners and gifted communicators. For up-to-date information on workshop and seminar programme visit www.christianresourcestogether.co.uk

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MEET THE SUPPLIERS



Meet the Suppliers

There will be opportunities throughout the two days for retailers to meet with publishers and suppliers.

Opening times of exhibition:

Tuesday 4 May	11.00 – 12.30
Tuesday 4 May	6.00 – 6.45
Wednesday 5 May	11.15 – 12.15
Wednesday 5 May	2.30 – 3.30

Exhibition will be located in the Drawing Room next to the coffee lounge.

CHRISTIAN RESOURCES TOGETHER AWARDS



Christian Resources Together Awards

- Publisher of the Year
- Gift Supplier of the Year
- Large Retailer of the Year & Runners Up
- Small Retailer of the Year & Runners Up
- Sales Representative of the Year

Other awards will be acknowledged including *the Book of the Year* which will be presented at the Christian Resources Awards Evening at Sandown Park on Tuesday 12 May.

FULL DELEGATE PACKAGE



Delegate Cost Per Person

ROOM TYPE	BA-CBG / CSG MEMBERS EARLY BIRD OFFER (offer ends 19 March)	NON BA-CBG / CSG MEMBERS (BA-CBG / CSG members after 19 March)
Single En-suite	£94.00	£104.00
Twin En-suite	£94.00	£104.00
Double En-suite	£94.00	£104.00

Prices excluding VAT

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STRONGER TOGETHER - WEAKER APART

**RETAILERS DAY
CHRISTIAN RESOURCES EXHIBITION**

SANDOWN PARK, ESHER, SURREY, KT 10 9AJ

Tuesday 11 May 2010



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RETAILERS DAY PROGRAMME



Programme

10.00 – 12.30	Meet the Suppliers
12.30 – 1.15	Retailers & Suppliers lunch reception
1.15 – 1.45	Guest speaker – Rob Parsons
1.45 – 2.45	Retailers & Suppliers Forum
2.45 – 4.30	Meet the Suppliers

Venue: Tingle Creek Banqueting Hall, Sandown Park

CHRISTIAN RESOURCES AWARDS



Awards Evening Tuesday 11 May

Tingle Creek Banqueting Hall, Sandown Park

5.15 – 6.00	Pre Event drinks
6.30 – 7.15	Buffet Reception
7.30 – 9.30	Award Presentations & guests speaker Rob Parsons and artist Jocelyn Brown

Evening hosted by Luke Walton

CHRISTIAN RESOURCES AWARD CATEGORIES

Book	Music	Media (Software / DVD)	Resource	People
Book of the Year	Praise & Worship	Adult Media product	Resource of the Year	The Association of Christian Writers Award for Creativity with the Bible
Reference Book	Contemporary Album	Children's Media Product	The Association of Christian Writers Award for the Church or Community Newsletter	
Children's Book Under 12	Song	Accessible Media Product		
Children's Book Over 12	Gospel Album			
Culture Facing Book (Sponsored by Bible Society)				
Ultimate Christian Library Book (Sponsored by Speaking Volumes)				

Still under consideration – Angus Hudson Lifetime Achievement Award and Special Impact Award

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TRADE DELEGATE REGISTRATION



Registration

- Free entry into the exhibition for all 4 days for trade delegates (former CBC)
- Fast-track entry into exhibition
- Free copy of exhibition handbook on arrival
- Distinctive visitor badge
- Complimentary tea or coffee on arrival

TRADE DELEGATE PRICES



Event Prices

- Free entry into the exhibition for all 4 days for trade delegates (former CBC)
- Retailers & Suppliers Lunch Reception £20 per person
- Awards Evening Buffet Reception £35 per person
- Combined price £50 per person

AUTHORS & ARTISTS EVENING



Wednesday 12 May 7.30 – 9.30 pm

Tingle Creek Banqueting Hall, Sandown Park

AUTHORS & ARTISTS EVENING

Hosted by

Pam Rhodes & Rachel Gardner

Admission to trade delegates – FOC.

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FORTHCOMING EVENT OPPORTUNITIES



2010 / 2011

International CRE Sandown Park, Esher
Tuesday 11 – Friday 14 May 2010

International CRE Sandown Park, Esher
May 2011



Heart of England CRE – TIC, Telford
Thursday 21 – Saturday 23 October 2010

Heart of England CRE – TIC, Telford
October 2011



East of England CRE – EXEC, Peterborough
Thursday 24 – Saturday 26 February 2011
