




Maurilio Amorim Bio

Maurilio Amorim is the founder and CEO of The A Group, a marketing and technology firm in Nashville, Tennessee, focused on working with churches, ministries and Christian resource organizations. With a background as the executive pastor at a rapidly-growing megachurch, Maurilio developed many church marketing best practices long before starting The A Group. His heart for ministry and 360-degree view of the changing needs of the church provide an unparalleled understanding of the opportunities that technology and marketing present in today's ministry environment.

An award-winning marketer, author and columnist, Maurilio currently consults with some of the country's leading churches, ministries and Christian publishers. A native of Brazil, Maurilio's creativity and his ability to help develop systems and solutions have allowed his clients to experience great success.

In addition to his business and communication expertise, Maurilio is also equipped to talk on food, fitness, fashion and frequent-flyer miles. Maurilio lives with his wife, Gwen, and two sons in Brentwood, Tennessee.

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Maurilio Amorim: Speaking Topics

Using Marketing, Technology and Social Media to Tell Your Story (for churches or nonprofits)

Churches and nonprofits all have a story to tell. As a missions-based organization, telling your story and communicating your heart for what you do is critical to engaging new supporters and equipping people to make a difference. In this presentation, Maurilio discusses the most effective marketing, technology and social media tools for telling stories (as opposed to just disseminating information), covering topics like:

- How to employ different tactics - including collateral pieces, websites, video, multimedia and social media - to engage your audience and build relationships.
- How to create consistency across platforms in a way that presents a focused brand.
- How to maintain your mission through your communications efforts, making sure you remain consistent with your purpose in all of your marketing and technology efforts.

This presentation can be tailored for a church or a ministry/nonprofit.

Technology and Marketing: a New Discipline

In the past, marketing and technology have been seen as two very different fields, but as technology becomes a foundational communications tool, a new discipline is being formed. This new mix of technology and marketing creates incredible opportunities for reaching audiences but also presents challenges for organizations and professionals adapting to the increased need for versatility. In this presentation, Maurilio answers questions such as:

- How can developers and designers approach their craft with a strategic mindset, understanding how technology is a communications tactic?
- What multimedia and technology skills should all marketing professionals possess to be successful in their field?
- How do you equip your organization and team to grow, change and continuously learn as technology advances?

The Seven Deadly Sins of Church Marketing

While “church marketing” is a fairly new term, the practice has been around forever, as churches reach out to new audiences, create a presence in their communities and try to stay relevant in changing times. Church marketing is becoming increasingly professional, showing a commitment to excellence but also often resulting in well-intentioned, misguided efforts as more churches try to meet the expectations of changing audiences. If you are a church pastor, learn how to avoid the pitfalls of bad church marketing and how to reach out to the community in an attractive, authentic way. Maurilio discusses common misconceptions and mistakes and offers practical tips, solutions and best practices. Most importantly, He focuses on how to maintain the heart of your mission and treat marketing as an outreach effort in line with your vision and purpose.

The Seven Deadly Sins of Personal Fundraising

No one likes to ask for money, but many ministry and nonprofit leaders find themselves in a position of raising money for their own salary. Personal fundraising can be tricky to navigate, and as more people are becoming increasingly aware of where their money goes, those who rely on donors

for their livelihood face new challenges for communicating their mission to potential partners. In this presentation, Maurilio discusses the common challenges personal fund raisers face, how to communicate the heart behind your calling and how to excite and invite people to join you in your mission rather than just donate.

How to Manage Technology for the Non-Techie

Organizations are embracing technology faster than ever before because it's the most cost-effective and dynamic way to reach the world. If you are the leader of an organization, you will often find yourself managing technology initiatives – even if technology isn't your area of expertise. But when DNS, APIs, HTML, timelines, walls and tweets start to sound like a foreign language, it can be difficult to make sure your organization is on track. Maurilio discusses resources for staying on top of technology trends, what you need to know to drive the direction of your organization, what to leave to your development team and how to communicate vision that inspires innovative technology.

Creating a Personal Social Media Policy

As social media becomes an integral part of our society, more and more companies are instituting corporate social media policies — but what should your personal social media policy be? More than ever, the lines between personal and professional life are blurring as we interact with friends, family, colleagues and clients online. Should you post about only business, only your personal life or both? What material should you save for direct messages with your closest friends? How do you position yourself as an expert in your industry who is approachable as a person?

In this presentation, Maurilio discusses how to manage an online reputation that is both public and permanent, how to create conversations and make your social media profiles a relevant resource, what subject matter to avoid and how to show an authentic approachable personality while remaining professional.

Going from Idea to Business: A Guide to Entrepreneurship

While the allure of taking your great idea and turning it into your own business is undeniable, translating that idea into a tangible, profitable business is usually more complicated than most anticipate. Though young entrepreneurs are well-equipped with intelligence, skills training and a business plan, many don't know where to begin or how to navigate some of the logistical challenges of starting a business, such as how to incorporate, how to negotiate a contract, how to build a team, how to price your services, when to delegate, when to move forward and when to let go. Speaking from personal experience starting The A Group, Maurilio walks you through some of the obstacles he faced getting his business off the ground, the decisions and lessons he learns daily and has adapted as his business has grown and changed over the last decade.