

The Church story that I have not known - individual Church characterization through storytelling marketing

**Innovative Church Development 2014**  
**2<sup>nd</sup> Session, "The Church Story"**

March 25<sup>th</sup> (Tue) 1:00~3:30 pm  
International Conference Room 3F Main Bldg  
Hosted by Cheongshim Graduate School of Theology

**2<sup>nd</sup> Session Theme:**  
**Discussion on the**  
**Characterization of**  
**FFWPU Churches**

*"The Church Story  
That I Have Not Known"*

**Individual Church Characterization  
Through Storytelling Marketing**

**1<sup>st</sup> : A Promise from Choongju**  
**The Activity Plan of FFWPU Choongju Church**

*Rev. Jun-Bum Ji, Pastor,  
Choongju Church, FFWPU Korea*

**2<sup>nd</sup> : The Story of Heukseok:**  
**Tears, Shimjung, and a Glorious Future**

*Mr. Jong-Gil Yoon, Church Elder,  
Heukseok Church, FFWPU Korea*

**3<sup>rd</sup> : An Unknown Church:**  
**Hearing from the Blind Spot of Mission Countries**

*Mr. Ronnie Sodusta, 2<sup>nd</sup> Year Cadet,  
Universal Peace Academy*