

The Global Leadership Summit

Key Leader Roles

Below are the 5 key roles that ensure your organization becomes a successful Summit site. These descriptions can help you consider who can be the right fit for each role.

Summit Point Leader - SPL (ideally the Senior Pastor)

The Summit Point Leader (SPL) is responsible for leading the GLS efforts at your site by overseeing the selection and execution of essential key roles, casting vision for the leadership development opportunity the Summit provides, promoting widespread participation within your organization and community-wide, along with serving as Platform Host/Emcee throughout all GLS sessions. The SPL will collaborate with the Promotional Strategist and key influencers to leverage personal invitations.

Ideally, the Summit Point Leader has organizational authority to make decisions that include allocation of both people and finances. The SPL assures appropriate strategy, vision, goals, resources, and performance management that will maximize the GLS potential in hosting their organization and the community.

Promotional Strategist - PS

The Promotional Strategist is responsible for leading the promotional efforts for your local site by creating and implementing local promotion initiatives to secure registrations from inside and outside of your organization and by leveraging Senior Leadership's networks, relationships, and influence to reach as many people as possible.

To develop and execute the promotional plan for your site, the PS will assemble a team to fulfill specific responsibilities:

- Create and manage registration links and webpage.
- Manage administrative tasks such as budgeting, mailings, data management.
- Develop and execute a marketing plan, such as: social media presence, emails, weekend announcements.
- Identify and utilize key influences, inside and outside of your organization, for introductions and invitations.
- On-board and involve Summit Partners in your promotion process.

Event Manager - EM

The Event Manager is responsible for the planning and hosting of your guests for the Global Leadership Summit at your site. To execute the event at your site, the EM will assemble and train teams of staff and volunteers to execute guest service areas that may include:

- Facilities
- Volunteer Central Hosts
- Food & Beverage
- Guest Check-in
- Registration Solutions
- Greeters
- Conference Information Center
- Medical Support
- Prayer
- Auditorium Experience
- Parking
- Floaters
- Resource Center





Producer - PR

The Producer at your site will lead the overall “in-the-room” experience. They will look at the event from a “big-picture” perspective and help direct the atmosphere of the room to ensure a great guest experience.

The Producer responsibilities include communicating with your site’s local platform host, directing site-specific announcements, creating site-specific slides, and supervising the room lighting and temperature. They will also help guide decisions concerning event transitions and stage design involvement. A natural gift of creativity, effective communication skills, and the ability to take on a wide-scale perspective are all key qualities for a producer.

Technical Director - TD

The Technical Director for your site is the brain and guiding voice behind all things technical. This includes broadcast equipment, internet feed, audio, lighting, projection as well as testing the broadcast. And if requested for your site, the TD will also oversee the equipment and set-up for closed captioning and language interpretation.

The GLS is a live broadcast event, and a Technical Director is someone who can problem solve quickly in a crisis. They also have a high attention to detail and knowledge of your site’s equipment and production systems. A Technical Director is the person who makes the broadcast a world-class viewing experience at your location.

