

Global Christian Publishing Symposium

Summary Statement

Top 7 challenges to take forward

1. The ultimate goal of global Christian publishing is discipleship. Publishing is mission driven.
2. Educate the global church about the greatest needs—which regions and languages need more publishers. Provide data by region to educate. Education to make the case for the need for books and resources in under-served areas in light of the growth of the church in the Global South. Especially for children and young adults, the growing population.
3. Invest in training – long term, relational, mentorship, exposure. That will build quality which builds trust.
4. Sustainability. The challenge is that global publishing ministries are struggling to be sustainable. How do we respond to that challenge? Organizational capacity, financial models, business principles, succession. Fundraising is a subset of sustainability. Systemic issues are part of sustainability – advocate for solutions.
5. How do global publishing ministries integrate technological advances? Build the capacity to continue to integrate new media platforms and content production, including the ethical use of Artificial Intelligence.
6. Distribution – cross-border distribution is the main challenge. Explore and create opportunities to expand into other markets. Partnerships can be part of this.
7. Quality standards can set apart books and resources. Explore ways to create a common set of standards which will distinguish Christian publishers.

Future Symposiums:

Groups were convened in 2001, 2007, 2009, and 2015.

Magazine Training International convened several of these, and Media Associates International convened the 2009 symposium.

MAI would be a great organization to carry this forward. Per Greg, Heather is thinking about creating a think tank about global Christian publishing. Bringing in other people outside the ecosystem to think further about what's next.

In addition, encourage groups like ECPA to expand their offerings such as Pub U into international and magazine special sections. Expand the structure that exists in the Western world for more cross-pollination.

For future gathering – put out a call for questions. The questions you decide to focus on shape the findings of the symposium.

Larger purpose is building the church – how our specific ministry is multiplying the church worldwide.