

Christian Science in Metro Chicago
Body Mind Spirit Expo in Northlake, IL
Wrap Up Report 3/13/2020



SUMMARY

The Christian Science in Metro Chicago joint committee coordinated participation on behalf of the local Christian Science community at the recent Body Mind Spirit Expo. The Expo was a two-day conference held at the Midwest Conference Center in Northlake, IL over the weekend of March 7 & 8, 2020.

Organized by Body Mind Spirit Expo (BMSE), the Ashland Oregon based company sponsors 19 expos each year across the United States that cater to the metaphysical and alternative health communities.

Representing the Christian Science Reading Room, 10 volunteers served in 3-hour and 4-hour shifts during the 17 exhibit hours on Saturday and Sunday. In addition to the exhibit booth, two Christian Science lectures were given as part of the Expo's presentations.

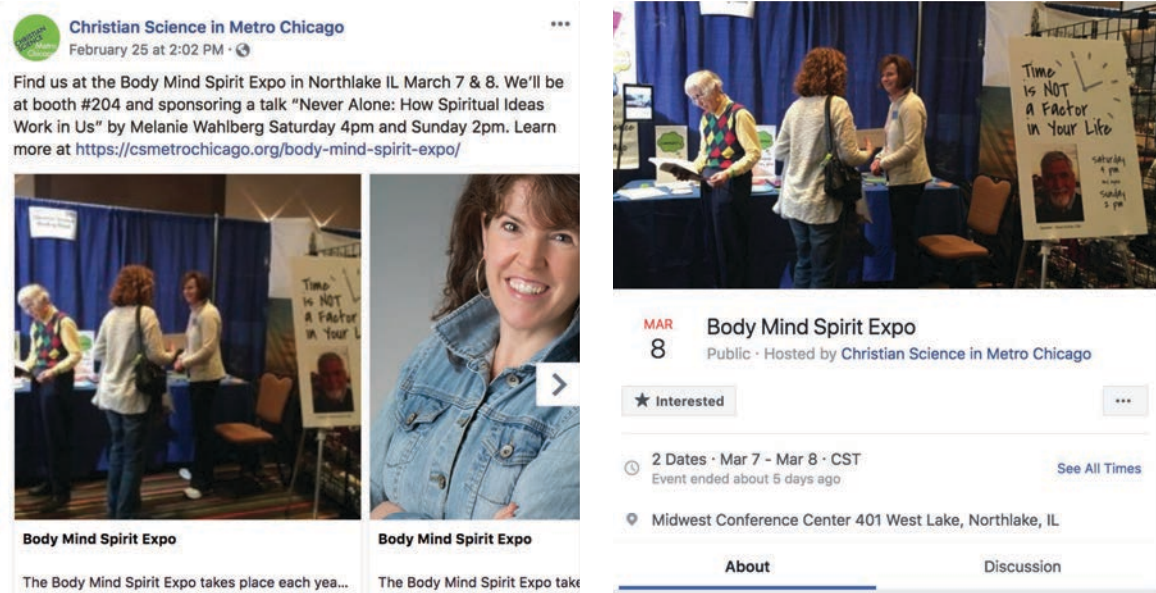
ACTIVITY LEADING UP TO BMS EXPO

1. Website csmetrochicago.org updated in the weeks leading up to the event

- Online sign up form to help at the expo (booth staff and lecture sponsorship)
- CS presence at Expo explained
- CS resources in Chicago showcased

2. Facebook page for CSMC updated in the weeks leading up to the event

- Periodic posts between January and March promoting the Expo - both the Reading Room booth and two lectures



3. Advertising in *Natural Awakenings* magazine

- Calendar listings in January, February and March issues to alert readers to the Reading Room booth and lecture
- Display ad in February and March issue



4. Lecture Promotion

- A lecture flyer was designed and made available to download via csmetrochicago.org and CSMC Facebook and Instagram pages
- Calendar listing and display ad in *Natural Awakenings* magazine
- On Body Mind Spirit Expo and CSMetroChicago websites
- On CSMetroChicago's facebook page and in a advertisement on Facebook



5. Lecture Sponsorship

17th Church Chicago Lecture Chair, Carol Hohle, and Kim Schmidt, Lecture Committee at Barrington Church, organized the lecture activity & its finances, contacting The Mother Church to “call for the lectures” and coordinating communication between the sponsoring branches, lecturer and Event Coordinator. Seven churches co-sponsored the two lectures - Barrington, Elmhurst, Geneva, Glenview, Hinsdale, Park Ridge and 17th Chicago.





BOOTH DISPLAY STRATEGY

1. To display and sell products of interest to an audience of metaphysical seekers, New Thought followers and alternative healing users products that
 - a. Support their spiritual practices
 - b. Introduce them to the ideas of Christian Science and the life of Mary Baker Eddy
2. To offer free take-aways that
 - a. Provide inspiration (goverse cards)
 - b. Connect them post-expo to an online resource filled with local, online and global resources (csmetrochicago.org)
 - c. Introduce them to The Christian Science Monitor (free 30 day trial coupon)
3. To appear professional, uncluttered, modern
 - a. Simple, clear displays
 - b. Focused product selection from the RR
 - c. Demo GoVerse app from iPad in booth

SALES

Science and Health	(\$10 each)	10 copies
March Journal	(\$10 each)	1
March 9th Sentinel	(\$ 4 each)	1

\$114 Total Income - Sales were handled in cash and check

CONVERSATIONS

Over 250 (approximately)

17 Exhibit Hours - 14 conversations per expo hour

10 Staff Workers (from 6 branch churches)



Conversations/Sales Experiences

- A local young woman who was an occupational therapist had never heard of CS but saw the sign “up front” and it peaked her interest bringing her to our booth. She was thrilled to learn about Christian Science saying that many of her clients were struggling with issues while getting no answers and she looked forward to sharing CS with them. She bought a SH and said she was going to try to attend the CS lecture.
- “One woman said, ‘This is exactly what I’m looking for! I’m Catholic and a therapist, and my husband says only God heals and I shouldn’t expect healing when I’m helping patients. But

I don't believe that, and this book is just what I need!' It was fun to talk a bit more about how God's children reflect His healing love before she went happily on her way."

- "A woman showed interest in SH as we talked. I pointed out the Sentinel and Journal publications to her. She asked about the listings in the back of the Journal of CS teachers and practitioners and CS nurses. She was most interested and purchased the Journal and SH."

Free Distribution

GoVerse Inspiration Cards	350
Spring Events Flier	11
CSMC Bookmarks	50
30 day free trial (CSM)	30

Lectures & Results

Two lectures sponsored by seven branch churches who paid for all associated speaker expenses: 1st C Barrington, 17th C Chicago, 1st C Elmhurst, 1st C Geneva, 1st C Glenview, 1st C Hinsdale and Park Ridge Society.

38 in total attended the lectures (approximately 36 not familiar with CS)



Booth Expenses

\$1,035.00 Booth

Booth and Speaker time	\$945
Add'l Badges	\$ 20
Cost of Table Skirt	\$ 50
Cost of Table	\$ 20

\$164.16 Printing

Poster and Banner	\$92.09
Lecture poster and CS Monitor Free Trial Cards	\$72.07

\$132 Inventory	
5 Bibles	\$70
3 Misc Writings	\$36
1 True Womanhood (Pack of 3)	\$9.75
SH	\$16.25

\$1,331.16 Total Booth-related expenses



Comments from Booth Workers

- “Every time I have served at an event of this kind I come away impressed with the kindness and humanity of our fellow beings. This event was no exception. I had so many warm conversations with compassionate folks who were willing and often eager to hear “about that book” Science and Health.”
- “For me, this was my best expo yet—not in terms of sales, but in the quality of the conversations and the inspiration I felt throughout my shift. Probably due to this being my third time plus prayerful preparation, I felt relaxed and eager to tell people about this amazing woman, Mary Baker Eddy, and her book and its value to me. (The conference call and watching the MBE Library video were super helpful.)”
- “Thanks again for all the love, time, and thought that you put into coordinating this very worthwhile event. I strolled around to meet some of the participants at other booths, and had several meaningful conversations.”

Submitted by
Kim Schmidt, Event Coordinator & Carol Hohle, Communications Coordinator