

## Jakes' Leadership Conference Draws 8,000+ Attendees & Generates \$15.2 Million for Orlando Economy—DALLAS, May 17, 2012

### **ATTENDEES OFFERED TOP-DOWN APPROACH TO LEADERSHIP DEVELOPMENT**

During the 2012 International Pastors and Leadership Conference in Orlando, Florida, Bishop T.D. Jakes addressed the church's most pressing needs with approximately 8,000 pastors and church leaders. Attendees representing 35 countries, including South Africa and India, traveled to hear Jakes and industry leaders discuss topics such as the value of a good name, surviving the recession and what to do in a crisis.

Bishop Jakes' Pastors & Leadership conference brought \$15.2 million in tourism revenue to the Orlando area during the three-day period, tripling the economic impact from the same conference in 2011.

After a day of breakout sessions, Bishop Jakes took to the stage on Thursday evening, May 3, to welcome attendees and delivered a message entitled "The Rainmaker," urging attendees to join with God to change the 'droughts' of their lives. The conference ended on Sat, May 5 with a message by Bishop T.D. Jakes, followed by a message by Bishop Noel Jones.

*"These are the days of the rainmakers. If you hear it in your spirit, you have [divine] permission to push it into your life,"* said Bishop Jakes.

In response to the popularity of the conference, this year's Pastors and Leadership Conference provided an extended schedule of expert-led breakout sessions to address leadership development and assure the attendees that, true to the conference's theme, "The Mission is not Impossible."

### **Featured ministry leaders included:**

- Bishop T.D. Jakes
- Mrs. Serita A. Jakes
- Bishop Tudor Bismark
- Dr. Cynthia James
- Bishop Noel Jones
- Joel Osteen

Special breakout sessions were led by **Pastor Corey Brooks Sr.**, New Beginnings Church of Chicago; **Sheryl Brady**, The Potter's House of North Dallas; **Pastor Charles Jenkins II**, Fellowship Missionary Baptist Church; **Sarah Henson**, The Potter's House, daughter of Bishop and First Lady Jakes; **Bishop Walter Scott Thomas**, New Psalmist Baptist Church; **Presiding Bishop Eric D. Garnes**, Tabernacle of Praise Cathedral; and **William McDowell**, worship leader and No. 1 Gospel recording artist.

**Session topics included:** Music & Fine Arts Ministry, Church Real Estate, Management, Data Management, Marketing, Social Media, Television Ministry, Administrative Support, Accounting Management, Armor Bearing, Technology in the Church, Public Relations & Media, Pastors and Ministers' Wives, Women in Ministry and Church Security.

**Wess Morgan**, recording artist, associate pastor, director/actor, and **Israel Houghton**, singer, composer, producer, worship leader, also performed at the conference.

**More Information:** <http://www.pastorsandleaders.org/>

*B-roll of 2012 conference available.*

-30-

#### **ABOUT THE POTTER'S HOUSE**

Located in Dallas, The Potter's House is a 30,000-member nondenominational, multicultural church and humanitarian organization led by Bishop T. D. Jakes, twice featured on the cover of *Time* magazine. as "America's Best Preacher" and as one of the nation's "25 most influential evangelicals." The Potter's House has four locations: The Potter's House of Dallas, The Potter's House of Fort Worth, The Potter's House of North Dallas, and The Potter's House of Denver; and a Spanish language church, Casa de Fe. [www.thepottershouse.org](http://www.thepottershouse.org)