



MISSION TO THE CITIES

A Challenge in Communication

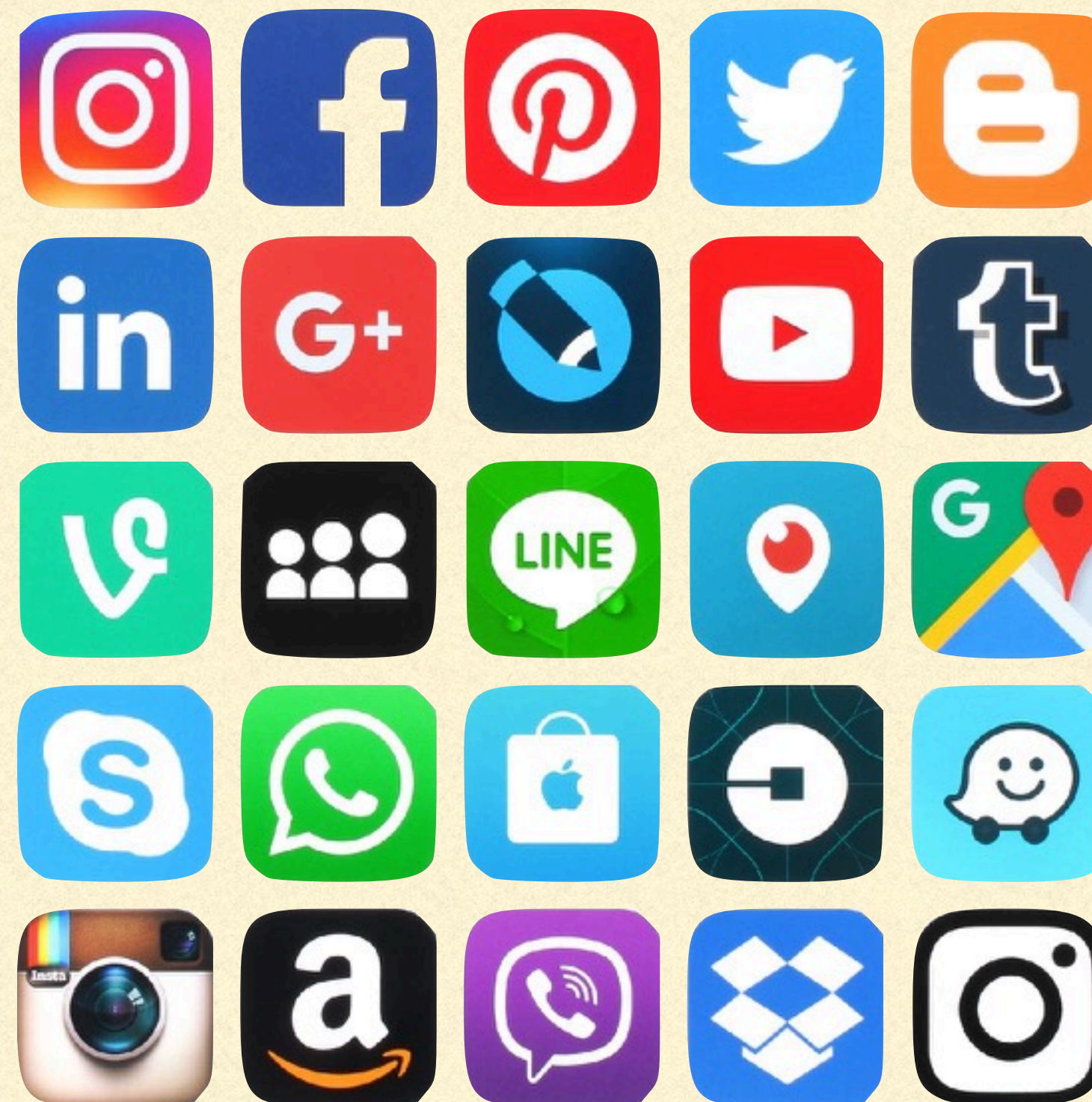


How do you
communicate
in a place
where
everyone
is shouting?

REACHING CITIES

4.1 Billion People

Pastors and leaders

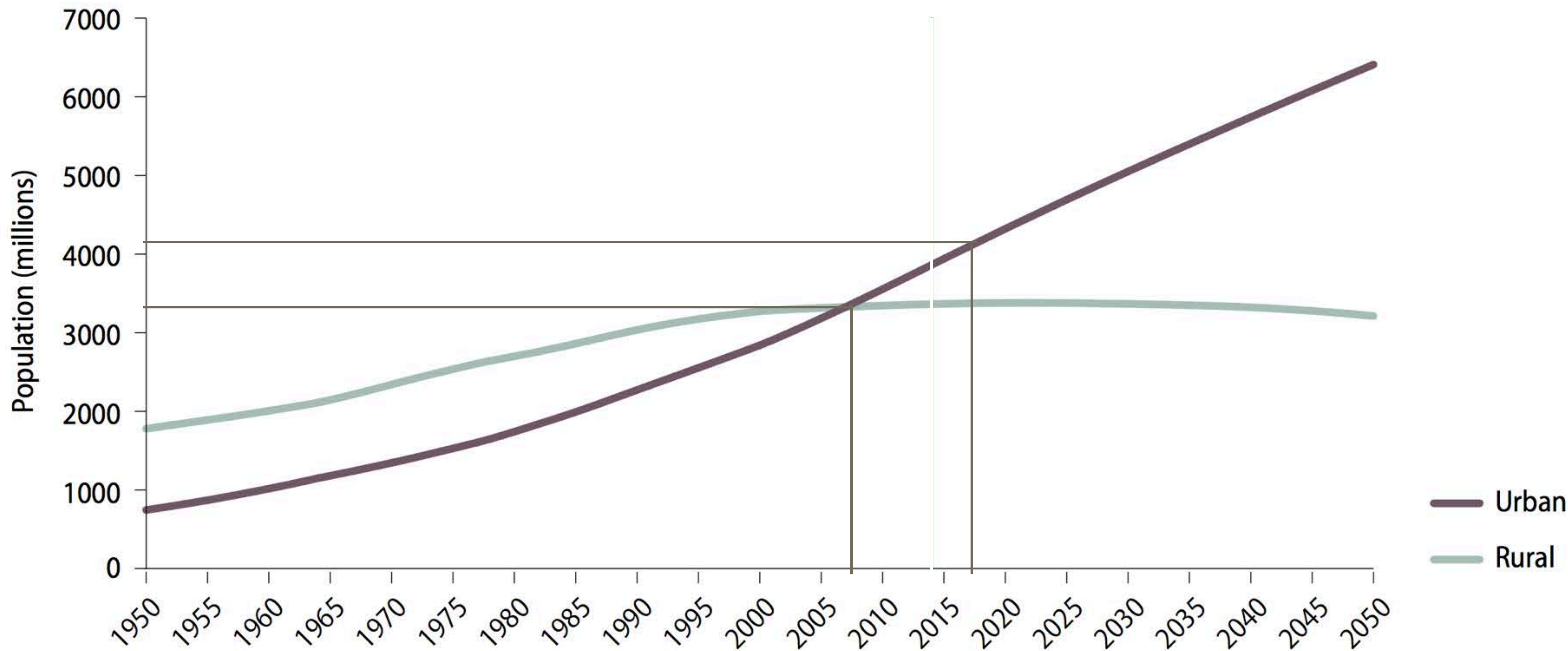


Former Adventists

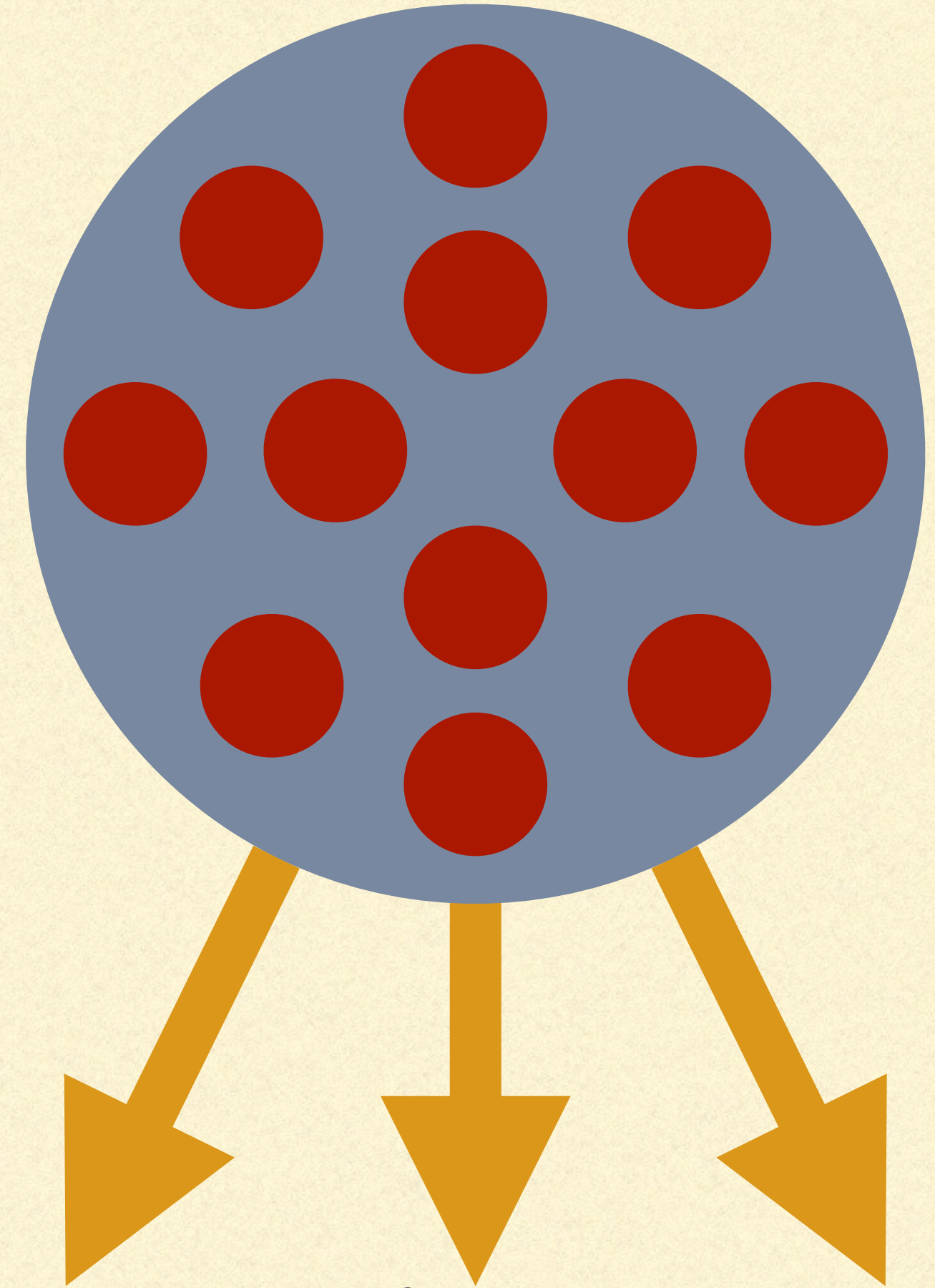
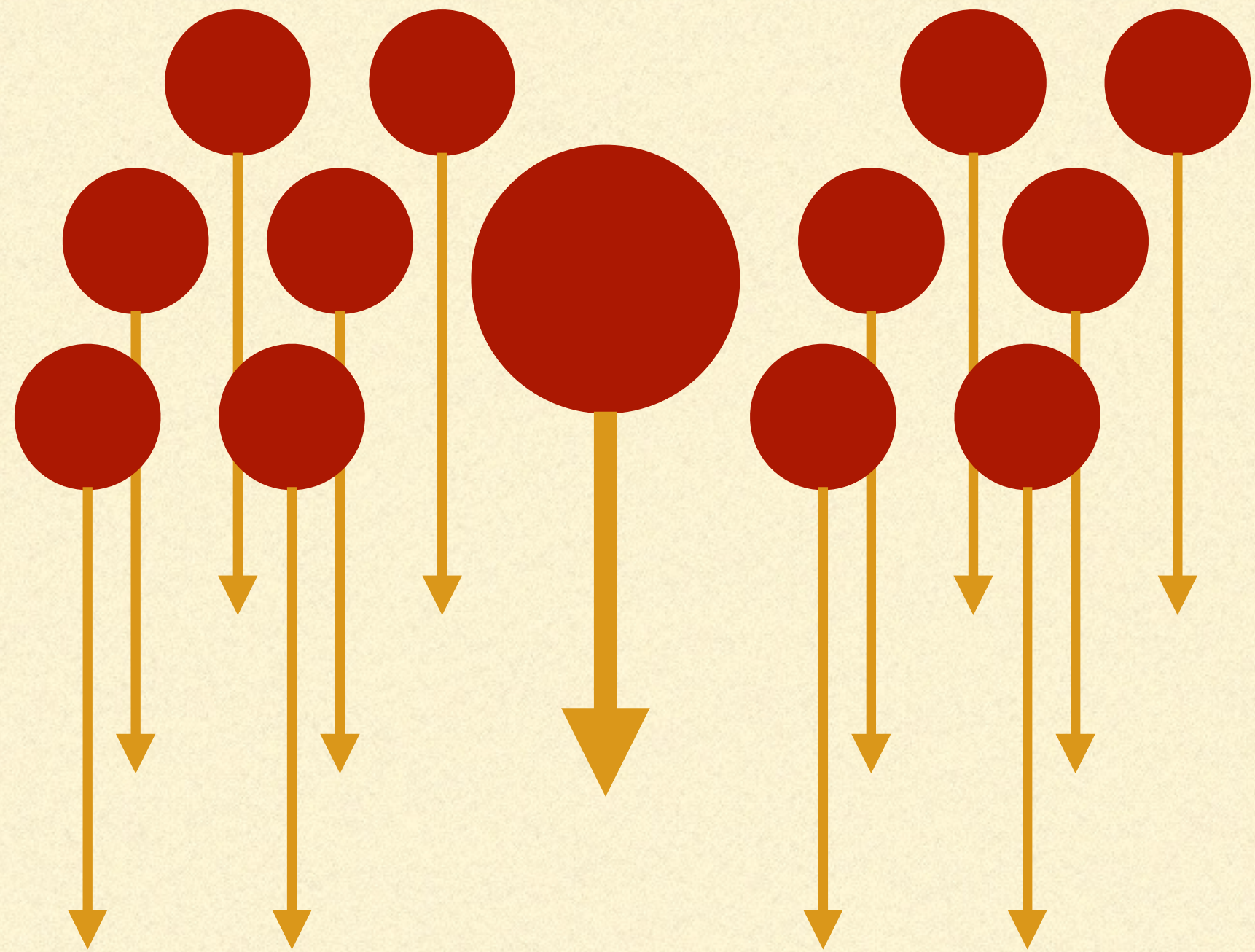
Members & Friends

Figure 2.

Urban and rural population of the world, 1950–2050

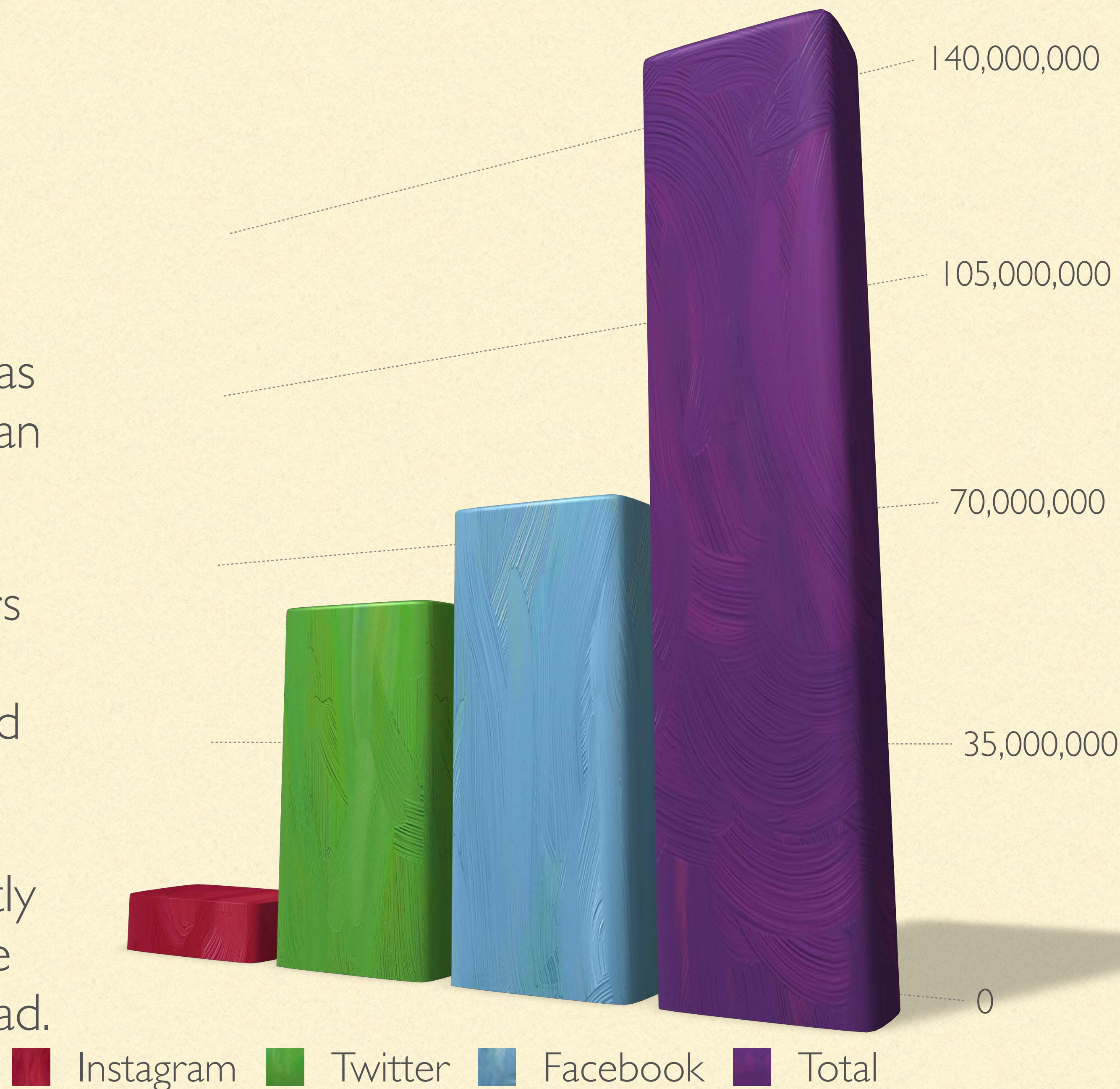


CONVERGENCE





- In Social Media, #GYD17 was presented as a Seventh-day Adventist project rather than a Youth Department Project.
- This connected Youth and Communicators worldwide with the purpose of letting people know what was been done around the globe.
- The results? 150 million impressions, mostly in the cities - the highest digital impact the Seventh-day Adventist Church has ever had.



DIGITAL PENTECOST



Sev
Publ



Sev
Publ



Sev
Publ



Sev
Publ



Seventh-day Adventist Church

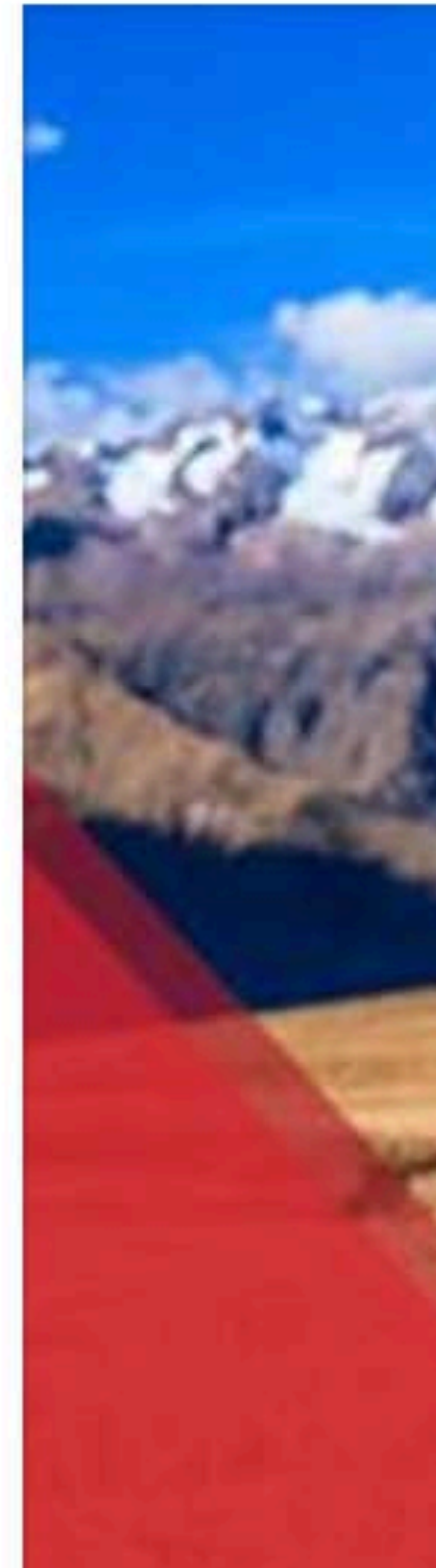
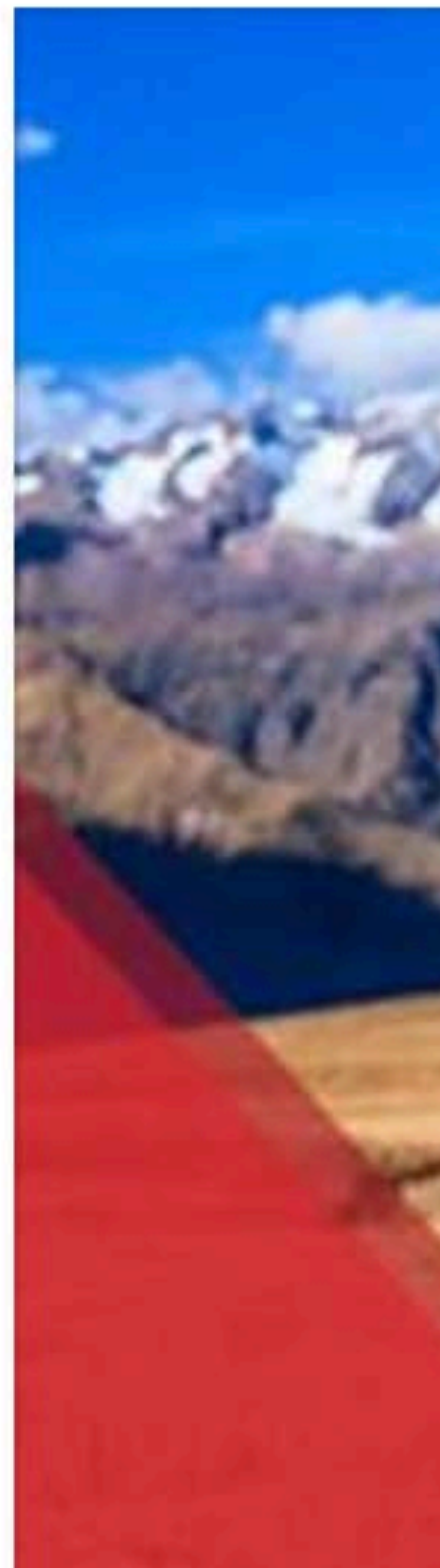
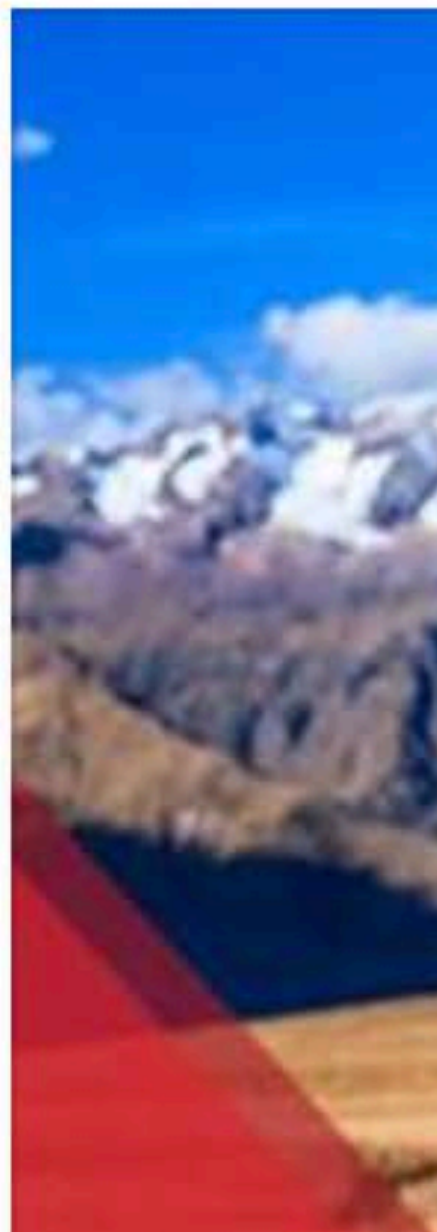
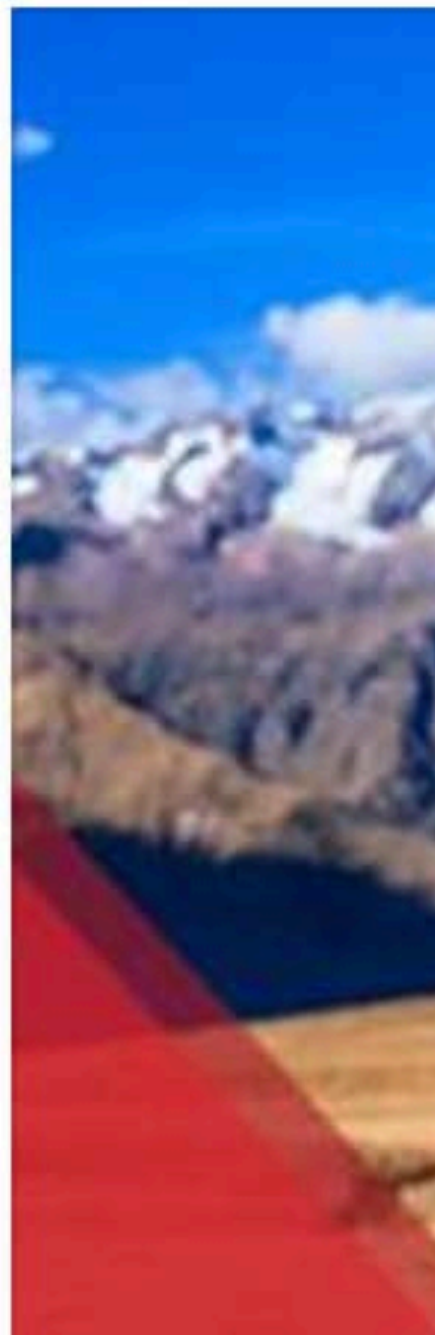
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Hello from I ;Hola desde
across the ! adventistas
They want t del #GYD17
countries w al tocar sus
<http://advnt>

مراتهم خلال

הכלל-אמריקאי! אמריקה הדרומית מדהימה! וככה האדוונטיסטים האלו עושים
הבדל. תסתכלו על הרפתקאות ה- #GYD17 שלהם <http://advnt.st/2nJtO47>







BISERICA
ADVENTISTA
DE ZIUA A SAPTEA

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