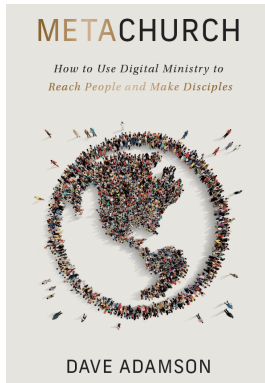




Publicity Contact: Brian Sharp | bsharp@rethinkgroup.org

Author Dave Adamson Shares a Blueprint For Turning Online Church Services Into An Effective Ministry In His New Book *Metachurch*



Streaming a service online is the starting line for a church, not the finish line.

When the COVID-19 pandemic forced churches around the world to temporarily close their doors, many church leaders experienced online services for the first time. It was possibly the biggest shift in the Church in 500 years. But while this new model was new to so many leaving them confused and exhausted, online ministry was not new to **Dave Adamson**. As one of the first online pastors in the world, Adamson found himself in a position to communicate to the rest of the world what he had known for years; online ministry isn't designed to replace the physical church, but to help it more than we had previously imagined.

In his new book, ***Metachurch: How to Use Digital Ministry to Reach People and Make Disciples***, Adamson not only makes the theological and practical case for online ministry being an integral part of every church, but outlines a detailed strategy to help leaders develop a church model where online and offline work together seamlessly.

"In a world of smartphones, smart homes, smartwatches, smart lights and smart cars, the Church has found itself outsmarted," writes Adamson. Right now, the Church needs to be more innovative than ever before, not because of COVID in the world, but because of indifference in the world."

Adamson is available for interviews and can speak to:

- How online technology can be—and *should be*—a tool to enhance the physical church.
- First-century mission, 21st-century model: Using technology to make modern-day disciples.
- How to repurpose your existing content on purpose to attract and engage your local community.

Adamson uses humor and insight to share his experience with online ministry in a way that is practical, useful and easily understandable to both the tech-savvy and those who are more hesitant to engage with technology. **Metachurch** is available now for pre-order on Amazon.



Dave Adamson, or **AussieDave** as most people know him, has been a digital ministry leader since 2008 with some of the biggest churches in the United States. Up to then, he was a successful TV sports reporter in Australia, before moving to the U.S. to become one of the first online pastors in the world. From 2013-2020, Dave served as the online and social media pastor for North Point Ministries, one of the largest churches in the U.S. He now works for Orange, partnering with churches around the world to help them develop strategies for online ministry. Adamson is also the author of *52 Hebrew Words Every Christian Should Know* and *Chasing The Light*.