

‘Effective Da’wah Skills for Presenting Islam’ Da’wah Training for Imāms & Scholars

What do you do when a non-Muslim questions you about Islam? Do you become defensive as if it was the BNP attacking you? Or do you start to sweat, settle for: ‘Islam is a religion of peace’ and move on? Perhaps you don’t have the da’wah techniques to answer the question, in which case you start to squirm? Hopefully it’s none of these worst-case scenarios, but like most human beings out there, you just lack that little bit of confidence in expressing yourself.

With Islam constantly in the spotlight, every Muslim should be passionate about conveying the clear message of Islam. After all, inviting people to the way of Allah is an obligation on Muslims, as expressed in the Qur’ān, but how many of us actually have the confidence, rapport or skills to present the Islamic perspective coherently? How many can even answer the questions frequently asked by non-Muslims convincingly and authentically? Invest just half day with us and be sure to be equipped with the necessary tools to become an effective *da’ee* and better equip your congregation to do the same!

Course Outline

This unique programme sets out to equip British Imams with the necessary skills and tools in order to better prepare their local congregants to present Islam to non-Muslims. This is a FREE training programme specially-tailored for British Imāms and guaranteed to help you serve the needs of your local community. Simply put, this opportunity is essential for every Imām out there.

Islam is constantly in the media spotlight and increasingly talked about in public circles, be at work, academia or in our social circles. Unfortunately, much of the portrayal of Islam and Muslims is negative and incorrect and consequently many British Muslims face a great challenge in expressing their faith coherently let alone practising it openly. However, not every question from a non-Muslim regarding Islam or Muslims is an attack. In fact, the mainstream society knows very little about the Islam, and Muslims are partly responsible for this widespread ignorance. Can we differentiate between the Nick Griffin and the atheist Dawkins in our communities? How about simply answering the innocent chap at work who wants to know why you bow down to the floor several times a day? Like most of us, if you lack confidence then worry not – in as little as 4 hours, you could be trained to handle those common questions at any given time.

Sign up to this half-day course, develop your ability to identify the different types of people who question Islam – a lay person, an atheist, an Islamophobe, etc; learn the necessary techniques of giving Da’wah and better appreciate the do’s and don’ts of answering common questions.

Course Aims

1. To support Imāms in educating their congregations to present Islam coherently, confidently and authentically when facing critics and non-critics of Islam
2. To answer frequently asked questions on Islam and Muslims commonly asked by non-Muslims

Who should attend this training?

Suitable for qualified scholars, Imāms, madrasa and school teachers

AGENDA

The intensive morning begins from 9am, with registration and refreshments, and finishes at 13:15 for Dhuhr Salāh. The day will incorporate the following sessions:

- **Session 1 – Islam in the spotlight**
- **Exercise 1 FAQs on Islam / Muslims**
- **Session 2 – Identifying the Critic, Layperson & Atheist**
- **Exercise 2 - Essential Do's & Don'ts in answering FAQs**
- **Session 3 – Presenting Islam**
- **Q & A**

Total Training Duration

09:15 – 13:15 Duration: 240 minutes (4 hours)

If you are interested in arranging or attending this training course, please get in touch with our team on the details below.