

# 2010-11 State Conference

Michigan School Public Relations Association

January 25-26, 2011

Radisson Hotel, Kalamazoo

Name \_\_\_\_\_

(First name as you'd like it on your badge)

Organization \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

## Conference Highlights

### Pre-Conference:

*"Making the Most of Mandatory Communications"*

### Keynotes:

*"The Hamster Revolution: How to Manage Your E-Mail Before it Manages You"* by author Tim Burress

*"Back to the Future: Communication 2.0"* by former Houston school district communicator and US Department of Education official Terry Abbott

### Mini General Sessions:

*"The Public Relations Profession: An Update and Future Direction"*  
*"Financial Transparency"*

### Special Session:

*"The Permanent Campaign: Winning hearts and minds through media and community relations"* with Terry Abbott

### Break-Out Sessions:

*"Managing Stress in the Workplace"*  
*"Working with the Media: An Education Reporter's Perspective"*  
*"Communications Planning for Bond and Millage Elections"*  
*"Improving Your Corporate Identity"*  
*"The Reality of Social Media"*  
*"Lessons-Learned Roundtable"*

### Also:

NSPRA President Ron Koehler on  
*"The Importance of Communication During a Time of Change."*  
Superintendent Communicator Award

### Conference attendees will receive two books:

- "Crucial Conversations about America's Schools" by John C. Draper and Nancy Protheroe
- "The Hamster Revolution: How to Manage Your E-Mail Before it Manages You" by Tim Burress

## Conference Registration



Register by Jan. 18, 2011

Conference includes: (Pre-Conference, all sessions, evening activity, dinner, plus breakfast & lunch both days.)

Member \$275

Non-Member \$330

The conference will be held at the Radisson Hotel. Book your room on or before Jan. 3, 2011. Overnight rates are \$135 for single/double. Call (269) 343-3333 and ask for the MSPRA's block of rooms.

		Credit Card Payment:
Type of Card: _____ Visa _____ MasterCard		
Name on Card: _____		
Card # _____		
Expiration Date: _____		
Signature: _____		

Return form by Jan. 18 to:

MSPRA – Sue White  
1001 Centennial Way Suite 300  
Lansing, MI 48917-9279  
Phone: (517) 327-9266 Fax: (517) 327-0779