

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