2020 Annual Conference

March 12 & 13, 2020

The H Hotel
111 W. Main St., Midland, MI 48640

Learn how happiness can increase productivity, sharpen your communication skills, explore new communication tactics, and network with fellow School PR Pros.

Lodging
$149 for single or double room per night. Visit http://bit.ly/2v6YZ2h or call 800-282-7778 to reserve your room. Register by February 19 to receive the special rate.

Conference Highlights
- Complimentary copy of *The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work*
- Networking with colleagues from around the state
- Innovative ideas and tips to make your job easier

Who Should Attend?
School public relations professionals, superintendents, school board members, and other school staff responsible for public relations and communication activities

Conference Fees
- $250 Early-Bird registration for members by February 29, 2020
- $275 Open registration for members after February 29, 2020 and through March 5
- $350 Non-member registration
- $175 Single-day registration
  Thursday, March 12, 2020
  Friday, March 13, 2020

A $25 cancellation fee will be charged after February 26, 2020. Cancellations will be honored through March 5.

Keynote
Steve Polega, Kyle Henson, and Luke Wittum from Genesee Intermediate School District (GISD) will provide our keynote address, sharing key points from “The Happiness Advantage.” Based on research by Harvard positive psychology expert and New York Times bestselling author, Shawn Achor, “The Happiness Advantage” shows how being positive results in more resilient, adaptable, and successful people and organizations.

Gold Mine Sessions
“Mine” for valuable ideas to add value to your communications efforts. Choose from a variety of topics and attend 3 mini sessions. A list of topics will be provided at conference registration.

Skill Sessions/Action Labs
You asked, and we listened. In response to feedback on conference evaluations, we have created three longer sessions on Friday morning for a deep dive into topics that our members want to explore. During these 90 minute sessions, you will sharpen your skills and add new tactics to your school communication toolbox.

Register online at www.mspra.org

#MSPRA2020
Thursday, March 12, 2020

8:30 - 9:00 a.m.  
Registration & Light Breakfast

9:00 - 9:15 a.m.  
Welcome

9:15 - 10:45 a.m.  
Happiness Advantage

10:45 - 11:00 a.m.  
Break

11:00 - 11:45 a.m.  
2019 Superintendent Communicator of the Year Lunch, Annual Report, & Sponsor Recognition

11:45 a.m. - 1:00 p.m.  
Break-Out Sessions

1:15 - 2:00 p.m.  
1. Take the Next Step in Your Career: Earn Your APR:  
An MSPRA member who has completed the APR process will share about the process of earning the Accreditation in Public Relations (APR) credential.

2. I Took a Job In School PR...Now What:  
Working in the world of school communication can be overwhelming. How do you earn a seat in your cabinet? How do you demonstrate your expertise? Learn how to create a solid foundation that will support your school communication success.

3. Community Engagement - Alumni & Senior Citizens:  
School communication is more than just reaching parents. It is about keeping all stakeholders involved. This session will cover how two districts have increased their outreach and engagement with senior citizens and alumni.

2:00 - 2:15 p.m.  
Break

2:15 - 3:00 p.m.  
Break-Out Sessions Repeat

3:00 - 3:15 p.m.  
Break-Out Sessions

3:15-4:00

1. Athletic Play Book:  
Discover the art of sports writing from two former veteran sports reporters.

2. Getting Your New Superintendent On-board:  
Learn successful tactics to help on-board a new superintendent and introduce them to district stakeholders.

3. How to Pass Your Next Bond:  
Learn the latest tips, tactics, and strategies to successfully communicate and pass your district’s bond from both an ISD and local district perspective.

4:00 - 4:15 p.m.  
Break

4:15 - 5:00 p.m.  
Break-Out Sessions Repeat

5:00 - 6:00 p.m.  
Break

6:00 - 8:00 p.m.  
Dinner, NSPRA Update, & 2019 Gerri Allen Outstanding School Communicator Award

Friday, March 13, 2020

8:00 - 8:30 a.m.  
Breakfast & Registration

8:30 - 9:30 a.m.  
Gold Mine Sessions

9:30 - 9:45 a.m.  
Break

9:45 - 11:15 a.m.  
1. Creating Better Videos:  
Get tips and ideas on how to shoot and edit great videos, must-have equipment, and what makes a great video.

2. Run an Effective One-Person Communication Shop:  
Learn tips and ideas to run an effective one-person communication shop.

3. Work Smarter Not Harder:  
Hear some of the best social media tips, tech tips and work hacks from the Oakland County School Public Relations Association (OCSPRA).*

11:15 - 11:30 a.m.  
Break

11:30 - 11:50 a.m.  
Tech Slam:
Come prepared to share your best tech tricks, hacks and tools.

11:50 a.m. - Noon  
Closing

*Sponsors  
Thank you to our 2019-2020 Sponsors.