

The development of materials for the Class of 2024 Senior Conference was a strategic process aimed at creating an engaging, high-energy experience for students. Materials included a digital flyer, floor decals, lanyards, foam boards, invitations, mailers, banners, and print flyers, all designed to reflect the celebratory and motivational spirit of the event. The designs incorporated bold visuals, school mascots, and inspiring messaging to resonate with seniors as they prepared for graduation. These materials were used for both promotion and on-site engagement. Digital flyers and mailers were distributed in advance to inform students and families about the event, while banners, floor decals, and foam boards enhanced the conference space, reinforcing key themes. Lanyards provided a sense of unity among attendees, and printed materials ensured accessibility to important event details. The Senior Conference, held at the Hampton Roads Convention Center in May, served as the division's final large-scale event before graduation. It was designed to celebrate, motivate, and support students as they transitioned toward their next personal and professional goals. Featuring a keynote speaker and specialized sessions on resilience, finances, postsecondary pathways, and mental health, the conference matched the students' energy and excitement for their upcoming graduation. Although formal evaluation data was not compiled, initial feedback from students and staff was overwhelmingly positive, with attendees expressing appreciation for the motivational speakers and well-organized event materials. The success of the event reinforces its value in preparing seniors for their future while celebrating their achievements.