



## NSPRA 2026 Seminar Session Proposal

Each year, the National School Public Relations Association invites leaders in the fields of public relations, communications, marketing, engagement and public education to submit [proposals for sessions](#) at the NSPRA National Seminar.

You do not have to be a member of NSPRA in order to submit a proposal, but we will give priority to session proposals with NSPRA members as lead or co-presenters.

You may submit as many proposals as you would like, but due to limited sessions capacity:

- Up to one proposal may be accepted from an individual presenter from a non-profit/not-for-profit organization.
- Up to one proposal may be accepted from an individual for-profit organization.

Vendor submissions are not accepted through the call for proposals process, but a school district or educational organization may submit a proposal with a vendor co-presenter if the proposed presentation does not include a sales pitch for vendor products and services.

All presenters accepted through the call for proposals process must be registered for the Seminar to present in July.

**Session Title \***

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## Session Type \*

Select one Category

- ☐ Skill Session - Live lecture, panel discussion or interactive session with time for Q&A. 60-minutes.
- ☐ Gold Mine Roundtable - Mini table session on a program/best practice topic, with time for Q&A. 20 minutes (three rounds).

## Topic \*

Select one option

- ☐ AI—Artificial intelligence in communications and public schools
- ☐ CAREER—Charting a personal career path in communications
- ☐ CHAPTERS—Operations, leadership and programming in SPRA chapters
- ☐ ENGAGEMENT—Internal/external stakeholder engagement
- ☐ EQUITY—Supporting diversity, equity, inclusion and belonging in communications and public schools
- ☐ ESA—Component/client communications for Educational Service Agencies, Intermediate Units, BOCES, County Offices of Education
- ☐ ETHICS/LAW—Ethics and/or legal considerations in communications and public schools
- ☐ LEADERSHIP—Leadership, strategic counseling, management, mentorship in communications and public schools
- ☐ MARKETING—Marketing/branding for school systems, student enrollment, employee recruitment
- ☐ PLANNING—Strategic communication planning and accountability
- ☐ TACTICS—Tactics, activities and tools in communications

## Brief Description (1,000 word max) \*

This description will be used in the online Seminar agenda to promote your session if selected. Attendees will have multiple sessions to choose from. Make it clear why they should attend your session, what unique insights you will share and what valuable knowledge they will gain.

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### **Outline of Educational Content (1,000 word max)\***

Provide an outline of the educational content you plan to cover and what methods you will use to present it. Explain any engaging and interactive components to your session.

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### **Learning Outcomes (1,000 word max)\***

Provide up to three key learning outcomes that all attendees will take away after attending the proposed session.

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### **Target Audience**

How much experience should a communicator have to get the greatest benefit out of your education content?

Select one option \*

- ☐ New Professional (0-5 years) - communication basics, core practices
- ☐ Mid-career Professional (6-10 years) - strategically planned communications
- ☐ Veteran Professional (10+ years) - strategic advisor, senior leader/manager

### **Primary Presenter Information**

**First Name \***

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**Last Name \***

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**Credentials / Suffix**

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**Job Title \***

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**Email Address \***

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**Phone # \***

Format: ###-###-####

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**District / Agency / Organization \***

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**District / Agency / Organization Mailing Address \***

Street:

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Line2:

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City:

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CountryCode:

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State:

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Zip:

**Which one of the following descriptive categories best applies to your district / agency / organization? \***

Select one option

- ☐ K-12 or PreK-12 School District
- ☐ K-8 or PreK-8 School District
- ☐ Elementary School District
- ☐ Middle/Intermediate School District
- ☐ High School District
- ☐ BOCES, Intermediate Unit, Regional Education Agency or County Office of Education
- ☐ National Association or State Department
- ☐ Private School
- ☐ Charter School
- ☐ PR Agency
- ☐ Self-employed/Consultant
- ☐ Other

**Which level of student enrollment best applies to your school system (required only if applicable)?\***

Select one option

- ☐ Less than 2,000 students
- ☐ 2,000 to 4,999 students
- ☐ 5,000 to 9,999 students
- ☐ 10,000 to 24,999 students
- ☐ 25,000 to 75,000 students
- ☐ More than 75,000 students

**Which classification best applies to your school system (required only if applicable)? \***

Select one option

- ☐ City (Urban) - Large, midsize or small school system
- ☐ Suburb (Suburban) - Large, midsize or small school system
- ☐ Town (Exurban) - Fringe, distant or remote school system
- ☐ Rural - Fringe, distant or remote school system

**District / Agency / Organization Website**

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**Professional Biography \***

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**Presenter Headshot (headshot of any co-presenters will also be required) \***

[File Upload]

**Presenter's LinkedIn page**

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**Have you presented at an NSPRA National Seminar before? \***

Select one option

- ☐ Yes
- ☐ No

**In what year(s) did you present at the NSPRA National Seminar? (Check all that apply.)**

Select one or more options

- ☐ 2025 Washington, D.C.
- ☐ 2024 Seattle
- ☐ 2023 St. Louis
- ☐ 2022 Chicago
- ☐ 2021 New Orleans
- ☐ Other

**Do you have additional presenters? \***

Select one option

- ☐ Yes
- ☐ No

**Co-Presenters**

|               |
|---------------|
| Co-Presenters |
|---------------|

**Speaker Commitment \***

I have reviewed and acknowledge my acceptance, and if applicable, my co-presenters' acceptance of the [speaker commitment](#).

- ☐ Yes