

NSPRA 2026

Quick Schedule

This guide includes session times, titles and room locations. For descriptions, speakers, maps, handouts and schedule updates, please use the NSPRA 2026 mobile app or visit the online program.

Mobile app:
nspra.org/Seminar-App

Online program:
nspra.org/seminar-agenda

Saturday, July 18

Start	End	Session Title	Room/Location
09:00AM	12:00PM	Pre-Seminar Workshop: Family and Community Engagement (\$295)	Churchill A2 (Floor 2)
09:00AM	03:00PM	Pre-Seminar Workshop: NSPRA Academy for Crisis Communications - Applying Strategy in a Live Simulation (\$425)	Prince of Wales (Floor 2)
09:00AM	03:00PM	Pre-Seminar Workshop: NSPRA Academy for New Professionals (\$425)	Parish (Floor 3)
12:00PM	05:00PM	Seminar Registration Desk open	Registration Desk (Floor 1)
01:00PM	04:00PM	Pre-Seminar Workshop: Leading a Communications Team (\$295)	Churchill A2 (Floor 2)
01:00PM	05:00PM	Pre-Seminar Workshop: Managing High-Stakes Media Inquiries (\$395)	Churchill A1 (Floor 2)

Sunday, July 19

Start	End	Session Title	Room/Location
07:30AM	07:30PM	Seminar Registration Desk open	Registration Desk (Floor 1)
08:00AM	12:00PM	Leaders Meeting Breakfast (open to SPRA chapter leaders)	St. James Ballroom (Floor 3)
08:00AM	12:00PM	Partner Power Session: Lead Unreasonably: Branding, Marketing and Hospitality That Sets Your District Apart (\$200)	Grand Salon 7 & 10 (Floor 1)
01:00PM	02:30PM	Annual Meeting and Celebration of Achievement	Grand Ballroom D (Floor 1)
02:45PM	03:45PM	How to Make the Most of Your First NSPRA Seminar	Grand Ballroom D (Floor 1)
02:45PM	03:45PM	Programming with Purpose: A Step-by-Step Blueprint for a High-Value Chapter PD Calendar	Grand Salon 7 & 10 (Floor 1)
04:00PM	05:00PM	Colleague Connections - Superintendents	Fulton (Floor 3)
04:00PM	05:00PM	Regional Colleague Connections - Mideast	Grand Salon 15 & 18 (Floor 1)
04:00PM	05:00PM	Regional Colleague Connections - North Central	Grand Salon 3 & 6 (Floor 1)
04:00PM	05:00PM	Regional Colleague Connections - Northeast	Grand Salon 19 & 22 (Floor 1)
04:00PM	05:00PM	Regional Colleague Connections - Northwest	Grand Salon 9 & 12 (Floor 1)
04:00PM	05:00PM	Regional Colleague Connections - South Central	Grand Salon 21 & 24 (Floor 1)
04:00PM	05:00PM	Regional Colleague Connections - Southeast	Grand Salon 7 & 10 (Floor 1)
04:00PM	05:00PM	Regional Colleague Connections - Southwest	Grand Salon 13 & 16 (Floor 1)
06:30PM	08:30PM	Opening Reception Sponsored by Finalsite	River City Venues

Monday, July 20

Start	End	Session Title	Room/Location
06:30AM	07:30AM	Stretch. Breathe. Reset. (Yoga)	Breezeway to Riverside Complex (Floor 3)
07:00AM	05:00PM	Seminar Registration Desk open	Registration Desk (Floor 1)
07:30AM	08:30AM	Cultivating Connections Breakfast	Churchill A1 (Floor 2 - Mktplace)
07:30AM	03:30PM	Marketplace, NSPRA Member Center and NSPRA Bookstore open	Churchill (Floor 2 - Mktplace)

08:30AM	09:30AM	Federal Advocacy 101: How to Communicate Federal Education Issues to Your Community	Grand Salon 9 & 12 (Floor 1)
08:30AM	09:30AM	From Decline to Destination: How DeSoto ISD Reduced Enrollment Loss from 16% to 2% in Four Years	Grand Salon 21 & 24 (Floor 1)
08:30AM	09:30AM	From Messenger to Strategist: How Communications Can Lead AI Integration in School Districts	Grand Salon 15 & 18 (Floor 1)
08:30AM	09:30AM	Lifting School Voices Through Agile Communication and AI: Building What Stakeholders Need, Not Just What's Planned	Grand Salon 7 & 10 (Floor 1)
08:30AM	09:30AM	Making Money Make Sense: Creative Strategies for Telling Your School Finance Story	St. James Ballroom (Floor 3)
08:30AM	09:30AM	One Size Doesn't Fit All: Tailoring Community Engagement for Real Impact	Grand Salon 3 & 6 (Floor 1)
08:30AM	09:30AM	Partnerships Helped Us Turn Bond Failure into a Massive Success (and You Can Too!)	Grand Salon 19 & 22 (Floor 1)
08:30AM	09:30AM	When Social Media Strikes: Supporting Staff in the Age of Online Criticism	Grand Salon 13 & 16 (Floor 1)
09:30AM	10:00AM	DocAccess: Making District Documents Accessible Without the Headache (Product Demo)	Churchill B1 (Floor 2 - Mktplace)
09:30AM	10:00AM	Fillin' Seats & Feedin' Futures: A Cajun Recipe for Enrollment Growth in Age of School Choice (Product Demo)	Churchill B2 (Floor 2 - Mktplace)
10:00AM	11:45AM	Monday General Session and Awards Presentation	Grand Ballroom (Floor 1)
11:45AM	02:00PM	Networking Lunch Break	Churchill D (Floor 2 - Mktplace)
11:50AM	12:20PM	Book Signing: "Perfectly You: Embracing the Power of Being Real" by Mariana Atencio	Churchill C1 (Floor 2)
12:00PM	01:30PM	Superintendents Luncheon featuring 2025-26 Superintendents to Watch (by invitation only)	Grand Salon 3 & 6 (Floor 1)
12:00PM	02:00PM	Job-Alike Networking Sessions in the Member Center	Churchill C2 (Floor 2 - Mktplace)
12:15PM	12:55PM	From Listening to Legitimacy: Engineering Trust Through Voice Infrastructure	Grand Salon 9 & 12 (Floor 1)
12:15PM	12:55PM	Level Up: Fixing the Communication Systems Frustrating Your Families	Grand Salon 7 & 10 (Floor 1)
01:05PM	01:45PM	Jazzing Up District Communications: Finding Your Rhythm Across Every Channel	Grand Salon 9 & 12 (Floor 1)
01:05PM	01:45PM	Re-Engaging Lapsed Volunteers for Long-Term Retention	Grand Salon 7 & 10 (Floor 1)
01:30PM	02:00PM	Book Signing: "Closing The Loop: A Powerful and Practical Guide to School-Home Communication" by Patricia Weinzapfel	Churchill C1 (Floor 2 - Mktplace)
02:15PM	03:15PM	Beyond the West Wing: The Strategic Value of a School District Chief of Staff	Fulton (Floor 3)
02:15PM	03:15PM	Creating a Shared Vision: The Process Behind Our Strategic Plan	Grand Salon 13 & 16 (Floor 1)
02:15PM	03:15PM	Data Without the Dread: Telling the Story of Your Digital School Communications	Grand Salon 7 & 10 (Floor 1)
02:15PM	03:15PM	Elevating Accessibility for Multilingual Audiences Through Cultural Communication	Grand Ballroom B (Floor 1)
02:15PM	03:15PM	Escape the Content Chaos: 3 Keys to Unlocking Clear Website Content	Grand Ballroom C (Floor 1)
02:15PM	03:15PM	From Listening to Leading: How Student Town Halls Are Transforming Engagement, Belonging and Decision-Making	Grand Salon 9 & 12 (Floor 1)
02:15PM	03:15PM	More Than Memos: Building Culture Through Strategic Internal Communications	Grand Ballroom A (Floor 1)
02:15PM	03:15PM	National School Communicator of the Year Finalists Panel Discussion	Grand Salon 21 & 24 (Floor 1)
02:15PM	03:15PM	Neighbors by Chance, Partners by Crisis: School PR in Times of Staff Misconduct	Grand Salon 15 & 18 (Floor 1)
02:15PM	03:15PM	Pocket to Pro: Photography that Grows with You	Grand Ballroom D (Floor 1)
02:15PM	03:15PM	Small Team, Big Support: Making Consultants Work for You in a One-Person Communications Office	Grand Salon 19 & 22 (Floor 1)
02:15PM	03:15PM	The Impact of AI on Your Digital Content and Online Search (SEO)	Grand Salon 3 & 6 (Floor 1)
03:45PM	04:45PM	Calibrating Creativity - Equipping Your [Small] Team to be the Best Storytellers Without Burning Out	Grand Ballroom D (Floor 1)
03:45PM	04:45PM	Changing for Good (News): Defying the Traditional Divide to Build Lasting Media Partnerships	Grand Salon 7 & 10 (Floor 1)
03:45PM	04:45PM	Culturally Responsive Communication and Newcomer Engagement: Welcome to ACPS Toolkit and Home Visiting	Grand Ballroom B (Floor 1)
03:45PM	04:45PM	Flipping the 80/20: How Hybrid Human + AI Workflows Supercharge School Communications	Grand Ballroom C (Floor 1)
03:45PM	04:45PM	From "Take What You Get" to Strategic Ask: Building a Case for Your PR Budget	Grand Ballroom A (Floor 1)
03:45PM	04:45PM	Power in Partnership: How an ESC Led a Countywide Public Schools Week Campaign That Lifted Every District's Voice	Grand Salon 19 & 22 (Floor 1)
03:45PM	04:45PM	Storytelling That Puts Money Back into the Classroom	Grand Salon 15 & 18 (Floor 1)
03:45PM	04:45PM	The Clock is Ticking: Building your District's Digital Accessibility Plan	Grand Salon 9 & 12 (Floor 1)
03:45PM	04:45PM	Trauma-Informed Leadership: A Playbook for School PR Professionals and School Leaders	Grand Salon 21 & 24 (Floor 1)
03:45PM	04:45PM	Verified: Fighting for Trust in a Sea of Speculation	Grand Salon 3 & 6 (Floor 1)
03:45PM	04:45PM	Words That Work: Messaging to Build Trust and Unite Communities Around The Public Education Promise	Grand Salon 13 & 16 (Floor 1)

Tuesday, July 21

Start	End	Session Title	Room/Location
07:00AM	05:00PM	Seminar Registration Desk open	Registration Desk (Floor 1)
07:30AM	08:30AM	Bagels and Belonging Breakfast	Churchill A1 (Floor 2 - Mktplace)
07:30AM	03:00PM	Marketplace, NSPRA Member Center and NSPRA Bookstore open	Churchill (Floor 2 - Mktplace)
08:30AM	09:30AM	CANCELED: The Breakfast Club Effect: Empowering Storytellers from Within	Grand Ballroom D (Floor 1)
08:30AM	09:30AM	Conversations at Scale: Why Your Surveys are Failing and How We Fixed It	Grand Salon 3 & 6 (Floor 1)
08:30AM	09:30AM	Elevating Education Together: Highlighting the Collective Impact of Northern Kentucky Public Schools with the First Regional Accountability Scorecard	Grand Salon 7 & 10 (Floor 1)
08:30AM	09:30AM	From Viral to Survival: How One School Division Turned a Viral Negative Moment Into Transformative Change	Grand Salon 9 & 12 (Floor 1)
08:30AM	09:30AM	Leading Together: Practical Ways Communicators Can Help Principals Build Trust and Drive Vision	Grand Ballroom C (Floor 1)
08:30AM	09:30AM	Staying, Growing, and Thriving: Building a Sustainable Career in School PR	Grand Salon 21 & 24 (Floor 1)
08:30AM	09:30AM	Stop Guessing, Start Connecting: The Role of Analytics and AI in Next Gen Communication	Grand Ballroom A (Floor 1)
08:30AM	09:30AM	Students as Strategic Communicators: Inside Porterville USD's Camp Create Model	Grand Ballroom B (Floor 1)
08:30AM	09:30AM	The Communicator's Guide to School District Data and Analytics	Grand Salon 19 & 22 (Floor 1)
08:30AM	09:30AM	When Everything Goes Dark: Communicating Through a Ransomware Attack	Grand Salon 15 & 18 (Floor 1)
08:30AM	09:30AM	Winning at the Ballot Box When It's Harder Than Ever... Research-Based Strategies for Passing School Bonds, Levies and Referendums	Grand Salon 13 & 16 (Floor 1)
09:30AM	10:00AM	Ask Me Anything: School PR Pro Office Hours in the Member Center	Churchill C2 (Floor 2 - Mktplace)
09:30AM	10:00AM	Communicating Through Budget Deficits: Modern Strategies for Budget Engagement (Product Demo)	Churchill B1 (Floor 2 - Mktplace)
10:00AM	11:00AM	Addressing Friction, Building Trust: A Practical Approach to Customer Experience	Grand Salon 7 & 10 (Floor 1)
10:00AM	11:00AM	Driving Results: A RPIE-Driven Roadmap from Recruitment Crisis to Fully Staffed Bus Routes	Grand Ballroom A (Floor 1)
10:00AM	11:00AM	From Communicator to Strategic Advisor: Leading When Trust Is on the Line	Grand Salon 21 & 24 (Floor 1)
10:00AM	11:00AM	From Crisis to Cohesion: How Strategic Communications Preserved Culture After a School Safety Scare	Grand Salon 9 & 12 (Floor 1)
10:00AM	11:00AM	From Receivership to Recovery: Communications That Turn Around a District	Grand Salon 13 & 16 (Floor 1)
10:00AM	11:00AM	Leading with Listening: Building Trust Through Two-Way Engagement	Grand Ballroom C (Floor 1)
10:00AM	11:00AM	Let the Good News Rule: Use Communication to Build the District You Want	Fulton (Floor 3)
10:00AM	11:00AM	Maximizing Community Partnerships: Building Lasting Connections Between Your District and Local Businesses	Grand Salon 3 & 6 (Floor 1)
10:00AM	11:00AM	Playful on Purpose: Creative Storytelling Strategies for School Communicators	Grand Salon 15 & 18 (Floor 1)
10:00AM	11:00AM	Removing Barriers at the Front Door: Using Engagement to Improve Early Registration	Grand Ballroom B (Floor 1)
10:00AM	11:00AM	Solo iPhone to Full Video Team: Scaling Your Video Strategy for Every Budget	Grand Ballroom D (Floor 1)
10:00AM	11:00AM	Three Bond Attempts, One Breakthrough: What Finally Made the Difference	Grand Salon 19 & 22 (Floor 1)
11:15AM	12:15PM	Beyond Helping Hands: Leveraging Volunteer Ambassadors to Enhance Community Engagement	Grand Salon 3 & 6 (Floor 1)
11:15AM	12:15PM	Branding Made Easy: Building An All-In-One Brand Portal Anyone Can Use	Grand Salon 13 & 16 (Floor 1)
11:15AM	12:15PM	Don't Stop Believing: The Psychology Behind School PR's Irreplaceable Role in the Age of AI	Grand Salon 21 & 24 (Floor 1)
11:15AM	12:15PM	Families Don't Leave Schools. They Leave Experiences. How Communications Leaders Stop Enrollment Loss and Win Trust Back	Grand Ballroom A (Floor 1)
11:15AM	12:15PM	Managing Meaning: How Narrative and Storytelling Accelerate Organizational Change	Grand Ballroom D (Floor 1)
11:15AM	12:15PM	Not a Ghost Story: How Authentic Engagement Guided Kaukauna's \$198 Million Facilities Journey	Grand Salon 15 & 18 (Floor 1)
11:15AM	12:15PM	On the Record and Under Budget: Vodcasting	Grand Salon 9 & 12 (Floor 1)
11:15AM	12:15PM	Seizing Social Space: How Data Improves Your School District's Social Content	Grand Ballroom B (Floor 1)
11:15AM	12:15PM	The Best Time to Communicate About Your Finances Was Yesterday - And Every Day!	Grand Salon 19 & 22 (Floor 1)
11:15AM	12:15PM	The Future Moves with Us: Passing a Career Technical Education Referendum Six Decades in the Making	Grand Salon 7 & 10 (Floor 1)

11:15AM	12:15PM	Trust at the Roots - 5 Tips to Build a Brand on a Budget	Grand Ballroom C (Floor 1)
12:15PM	02:30PM	Networking Lunch Break	Churchill D (Floor 2 - Mktplace)
12:20PM	01:10PM	Book Signing: "The Communicating Principal: Practical Strategies for School Leaders" by Trinette Marquis	Churchill C1 (Floor 2 - Mktplace)
12:30PM	02:00PM	Current APR Professionals Networking Luncheon (open to APRs only)	Private Location (By Invite)
12:30PM	02:00PM	NSPRA Council of Presidents Luncheon (by invitation only)	Private Location (By Invite)
12:45PM	01:25PM	Burn the Playbook: 15 Unhinged Hacks for School Communicators	Grand Salon 9 & 12 (Floor 1)
12:45PM	01:25PM	The Ripple Effect: How Misaligned Communication Undermines Engagement	Grand Salon 7 & 10 (Floor 1)
01:00PM	02:45PM	Ask Me Anything: School PR Pro Office Hours	Churchill C2 (Floor 2 - Mktplace)
01:35PM	02:15PM	Pass Your Next Bond, Attract More Students & More!	Grand Salon 7 & 10 (Floor 1)
02:45PM	03:45PM	Beyond the First 48 Hours: Crisis Communication When the Crisis Doesn't End	Grand Ballroom C (Floor 1)
02:45PM	03:45PM	Bringing the Spotlight Back: Rebuilding Connection Through Strategic Storytelling	Grand Ballroom D (Floor 1)
02:45PM	03:45PM	Building Equity and Trust in Bond and Workforce Housing Outreach	Grand Salon 3 & 6 (Floor 1)
02:45PM	03:45PM	Leading Differently: Building Influence and Professional Presence as a Neurodivergent School PR Professional	Grand Salon 15 & 18 (Floor 1)
02:45PM	03:45PM	Lights, Camera, Connection: Using Film to Strengthen School Communications	Grand Ballroom B (Floor 1)
02:45PM	03:45PM	One District, One Vision: Navigating Identity Through Consolidation	Grand Salon 19 & 22 (Floor 1)
02:45PM	03:45PM	Signal Boost: Turning Campus Whispers into District Roars	Grand Ballroom A (Floor 1)
02:45PM	03:45PM	Small Team, Big Results: Creating an Award-Winning School Magazine with AI	Grand Salon 7 & 10 (Floor 1)
02:45PM	03:45PM	The Ethical Compass: Making High-Stakes Decisions in School Public Relations	Grand Salon 21 & 24 (Floor 1)
02:45PM	03:45PM	The New Role of Print Media in a Digital Age	Grand Salon 13 & 16 (Floor 1)
02:45PM	03:45PM	Throw Yourself a Lifeline: Navigating Today's School PR Storms	Grand Salon 9 & 12 (Floor 1)
02:45PM	03:45PM	Why Print Matters: Elevating School Communications through Thoughtful Design and Professional Printing	Fulton (Floor 3)
04:00PM	05:00PM	Behind the Lens: Real World School Video That Reflects Every Voice	Grand Salon 3 & 6 (Floor 1)
04:00PM	05:00PM	Beyond the Logo: Building a Unified District Brand Across Diverse Schools	Grand Salon 15 & 18 (Floor 1)
04:00PM	05:00PM	Crisis to Clarity: Being the Calm during the Chaos	Grand Salon 13 & 16 (Floor 1)
04:00PM	05:00PM	FAMnopoly: Connecting Families, Schools, and Communities to Cultivate Student and Family Success.	Grand Ballroom D (Floor 1)
04:00PM	05:00PM	Fear-Free Content Calendars: A Practical, Flexible Approach	Grand Salon 19 & 22 (Floor 1)
04:00PM	05:00PM	The Cost of "Perfect:" Why Authentic Visuals Build More Credibility Than Flawless Ones	Grand Salon 7 & 10 (Floor 1)
04:00PM	05:00PM	The Good News Beehive: Building an Ambassador Network to Share Success Stories	Grand Salon 21 & 24 (Floor 1)
04:00PM	05:00PM	Unlocking Every Narrative: Shining Light on Our Most Unique Students' Journeys	Grand Salon 9 & 12 (Floor 1)
06:00PM	09:00PM	NSPRA Awards Celebration and Dinner (additional fee required)	Grand Ballroom A-C (Floor 1)

Wednesday, July 22

Start	End	Session Title	Room/Location
07:30AM	10:30AM	Seminar Registration Desk open	Registration Desk (Floor 1)
08:30AM	09:30AM	NSPRA Micro Labs Mic Drop	Grand Ballroom A & B (Floor 1)
09:45AM	10:55AM	Gold Mine Roundtables – SESSION 1	Grand Ballroom A & B (Floor 1)
11:05AM	12:15PM	Gold Mine Roundtables – SESSION 2	Grand Ballroom A & B (Floor 1)
12:15PM	12:30PM	2026 Seminar Closing, 2027 Seminar Preview and Live Prize Drawing for a 2027 Seminar Registration	Grand Ballroom A & B (Floor 1)