

NSPRA 2027 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.

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

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 serving as lead presenter may submit a proposal with a vendor co-presenter so long as the presentation does not include a pitch for vendor products and services.

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

Session Title *

Session Type *

Select one or more Categories

☐ Skill Session (60 min.): Presentation or panel discussion with time for Q&A
☐ Gold Mine Roundtable (20 min. x 3 rounds): Tabletop presentation on a successful practice/program/campaign with Q&A and a tip sheet
☐ Lab Session (60 min.): Guided instruction with hands-on use of tools and how-to practice of skills

Topic

Select one option

○ ADVOCACY–Raising awareness about issues affecting public schools, students, educators and/or school communicators
○ CAREER–Charting a personal career path in communications
○ ENGAGEMENT–Internal/external stakeholder engagement
○ ESA–Component/client communications and services marketing for Educational Service Agencies, IUs, BOCES, County Offices of Ed.
○ ETHICS/LAW–Ethics and/or legal considerations in communications and public schools
○ MANAGEMENT–Leadership, strategic counseling, staff 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 *

The *brief description* is what attendees will read in the online Seminar agenda when deciding which session to attend. Be appealing and make it clear why they should attend your session. Spotlight unique insights to be shared, valuable knowledge to be gained, interactive components, etc. (limit 400 characters)

Outline of Educational Content

The *outline of educational content* is provided for the Selection Committee to review when selecting proposals. Provide an outline of the educational content you plan to cover. Describe what methods you will use to present it. Explain any interactive components to your session. (limit 1,000 characters)

Learning Outcomes

The *learning outcomes* are provided for the Selection Committee to review when selecting proposals. Provide up to three (3) key learning outcomes that session attendees would take away after attending the proposed session. (limit 1,000 characters)

Target Audience

The *target audience* for your session helps attendees determine whether the session content is likely to match their professional experience levels. Pick the target audience that would most benefit from your educational content.

Select one option

- ○ New Professional (0-5 years) - communication basics, core practices, tactical focus
- ○ Mid-career Professional (6-10 years) - strategic initiatives, advises senior leaders
- ○ Veteran Professional (10+ years) - senior leader, staff manager

Page: Primary Presenter Information

First Name *

Last Name *

Credentials / Suffix

Job Title *

Email Address *

Phone #

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

District / Agency / Organization *

District / Agency / Organization Mailing Address *

Street:

Line2:

City:

CountryCode:

State:

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
- ○ ESA, IU, BOCES, 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? *

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? *

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

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District / Agency / Organization Website

Professional Biography *

Presenter Headshot

[File Upload]

Presenter's LinkedIn page

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

☐ 2026 New Orleans
☐ 2025 Washington, D.C.
☐ 2024 Seattle
☐ 2023 St. Louis
☐ 2022 Chicago
☐ 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.

Select one or more options

☐ Yes