

## MELISSA MCCONNELL

### IT'S WHAT'S INSIDE THAT COUNTS: EFFECTIVE INTERNAL COMMUNICATIONS

Staff inboxes are exploding with emails from secretaries, parents, students, colleagues, administrators and the district. Important events and information are ignored, stress levels skyrocket and maintaining morale becomes a myth. How do we help? Learn how a one-person school PR pro improved internal communications at the district level and advised similar practices at the site level, resulting in staff who are well-educated about district operations, deadlines and incentives.

PRESENTATION LENGTH: 1 Hour

### DIGITAL DETOX: SMOOTHING OUT YOUR DIGITAL PRESENCE WHEN YOUR JOB DEPENDS ON STAYING CONNECTED

"Digital Detox" doesn't have to mean completely staying away from technology, especially when using technology plays a significant role in #SchoolPR! However, preserving our mental bandwidth merits attention and action. Get tips, tactics and strategies to use on phones and laptops, so we can all carve out space to be present with family and friends, stay informed as needed for your career, and recognize when we have reached our own limits.

PRESENTATION LENGTH: 1 Hour

*Looking for a different topic from Melissa? Email with any special requests.*



## BOOK A PRESENTATION



*Book Now!*



MANAGER, PROFESSIONAL DEVELOPMENT AND  
MEMBER ENGAGEMENT

## **COMMUNICATIONS MAGIC: TURNING EVERYDAY CHALLENGES INTO EXTRAORDINARY CONNECTIONS**

How do great communicators create “magic” in their schools and districts? In this interactive session, you’ll pull back the curtain on common communication myths and discover practical strategies to transform everyday challenges into opportunities for trust and connection. Through hands-on group activities, peer idea-sharing and ready-to-use tools, you’ll design your own “magic tricks” for engaging staff, parents and the community. You’ll leave inspired, connected and equipped with concrete resources to make communications magic back home.

PRESENTATION LENGTH: 1 Hour