

Book Now!



PRESIDENT
2023 - 2024

TRENT ALLEN, APR

MENTORING: HOW TO GROW WHEN YOU'VE DONE ALL THE PD

Seasoned school PR pros have invested heavily in their professional learning and growth over time. How do you transfer that lifetime of experience and learning to the next generation and continue to grow yourself when the time demands of your senior role limit what you can invest in conferences, webinars and other forms of professional learning? Join this interactive conversation to explore how mentoring can not only build the next generation of school PR pros but help refine and expand the mindsets of the most experienced.

PRESENTATION LENGTH: 1 Hour

MAKING THE MOST OF YOUR (SMALL BUT MIGHTY) SCHOOL PR TEAM

Schools are great because educators are naturally so collaborative. But the school communicator who is a team of one can feel like the odd person out. Trent Allen, APR, is fortunate to have a great team now, but he spent much of his early career as a single-person shop. This session offers insights on how to be an effective team of one, how to build your personal brand and how to tell your professional story in an organization no matter the size of your team. It also offers strategies that can be used to help others see the need to grow your team in creative ways.

PRESENTATION LENGTH: 1 Hour



BOOK A PRESENTATION

Email trent.allen@sanjuan.edu with:

1. Possible dates and times,
2. Your desired topic,
3. The presentation format (virtual or in person) and audience size, and
4. Your commitment to pick up expenses if applicable. Honorariums may be made to the [NSPRA Foundation for the Advancement of Education](#).

Trent will respond to you directly to book the presentation.