

## CONFERENCE DETAILS

### "Best Practices" -

Don't forget to bring your communications plans, publications, etc. for our exchange.

**Meals** - Conference registration includes breaks, Reception at the Falls, lunch on Thursday, and brunch on Friday. On Wednesday and Thursday nights, SC/NSPRA members will act as dinner guides to several downtown restaurants.

**Parking** - A city parking garage is adjacent to the hotel. The cost is \$6 a day. Valet parking is available for \$12 a day.

**Transportation To/From Airport** - The hotel provides a van. Call the hotel for times.

## DRIVING DIRECTIONS

**From Charlotte (East)** - Take Interstate 26 West to Interstate 85 South. Take I-85 South to Interstate 385 North (Exit 51C). I-385 ends Downtown. Do not take the exit. Turn left at the third light onto Main Street. The hotel is four blocks on the right.

**From Charleston/Columbia (West)** - Take Interstate 26 East to Interstate 385 North. I-385 ends Downtown. Stay on I-385 and turn left at the third light onto Main Street. The hotel is four blocks on the right.

**From Greenville/Spartanburg Intl. Airport (North)** - Take Interstate 85 South to Interstate 385 (Exit 51C). Take I-385 North to Downtown. I-385 ends in Downtown. Do not exit. Turn left at the third light onto Main Street. The hotel is four blocks on the right.

**From Atlanta (South)** - Take Interstate 85 North to Interstate 385 (Exit 51C). Take I-385 North to Downtown. I-385 ends in Downtown. Do not exit. Turn left at the third light onto Main Street. The hotel is four blocks on the right.



## TO REGISTER

Send this form and check in the amount of \$150 to Libby Roof, SC/NSPRA Treasurer, c/o South Carolina School Boards Association, 1027 Barnwell Street, Columbia, S.C. 29201-3834. Deadline is Wednesday, October 5, 2005.

Name/Title \_\_\_\_\_

School System/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Telephone # \_\_\_\_\_

Work E-Mail Address: \_\_\_\_\_

- Register me for the three day conference (\$150 for SC and NC Chapter members; \$180 for non-members)
- I will attend the brunch on Friday.
- Register me for one day (\$110 for SC and NC members; \$130 for non-members)  
Day I Will Attend:   n Wed.   n Thurs.   n Fri.

### SC/NSPRA MEMBERS ONLY

- I have enclosed my SC/NSPRA membership fee of \$30 for an individual membership or \$110 for institutional membership.

TOTAL ENCLOSED \$ \_\_\_\_\_

SC/NSPRA AND NCSPPRA  
**ANNUAL FALL CONFERENCE**  
 C/O SOUTH CAROLINA  
 SCHOOL BOARDS ASSOCIATION  
 1027 BARNWELL STREET  
 COLUMBIA, S.C. 29201-3834

## NAVIGATING THE RAPIDS

OF SCHOOL PUBLIC RELATIONS



## 2005 FALL CONFERENCE

SOUTH CAROLINA & NORTH CAROLINA CHAPTERS  
NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION

Wednesday, October 19 – Friday, October 21, 2005  
The Westin Poinsett, Greenville, S.C.



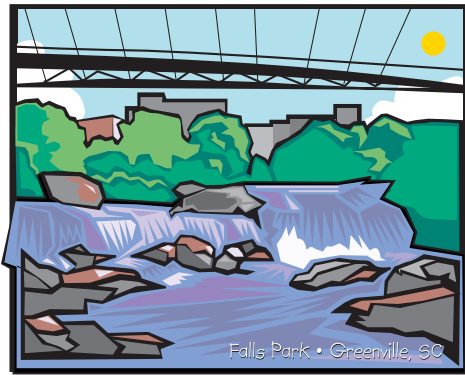
Join your friends to learn how to better navigate the rapids of school public relations, to enjoy downtown Greenville, S.C., described by Southern Living Magazine as a *"big city in a small-town package"* with a main street that sports a decidedly urban attitude with boutiques, outdoor cafes, and hip art galleries," and to enjoy the Upstate's only Four Diamond hotel.'

You can begin your journey today by registering for the conference and reserving your hotel room. Do it soon! Our block of rooms goes away on October 1!

For details, see inside. Also, visit our website at [www.scnspra.org](http://www.scnspra.org).

# NAVIGATING THE RAPIDS

OF SCHOOL PUBLIC RELATIONS



## 2005 FALL CONFERENCE

### FEATURED SPEAKERS

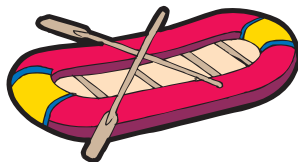
(Partial Listing)

#### Barbara Hunter, National School Boards Association

Barbara, director of communications for the NSBA, has held public relations and communications positions in both non-profit and corporate settings. Prior to her current position, she served as the Executive Director of Information and Outreach for the Alexandria City Public Schools (Va.).

#### Andy Brack, The Brack Group

Andy is a former U.S. Senate press secretary and reporter who has a national reputation as a communications planner and Internet strategist. He's worked with America Online, Commonwealth of Australia's Department of Health and Family Services, the Bertelsmann Foundation, Northpoint Communications, and other firms.



## CONFERENCE AGENDA

### Wednesday, October 19

9:00 a.m. – 3:00 p.m.	Registration Open
10:00 a.m. – 11:30 a.m.	Pre-Conference Sessions
<i>“Setting the Pace”</i>	
11:30 a.m. – 1:00 p.m.	Lunch (On Your Own)
1:00 p.m. – 1:30 p.m.	Welcome and Conference Overview
1:30 p.m. – 2:45 p.m.	General Session
<i>PR Trends: Marketing, Planning and Communication</i>	
2:45 p.m. – 3:15 p.m.	Break and Check-in
3:15 p.m. – 4:30 p.m.	Skill Sessions
<i>Communications Planning, Evaluation, “Best of the Best” PR Ideas, and Helping Principals Be Better Communicators</i>	
5:15 p.m. – 6:30 p.m.	Reception at the Falls
6:45 p.m.	Sign up Dinners
8:00 p.m.	Networking

### Thursday, October 20

8:00 a.m. – 3:00 p.m.	Registration Open
8:15 a.m. – 8:45 a.m.	Continental Breakfast
9:00 a.m. – 10:15 a.m.	General Session
<i>Public Education Under Attack Barbara Hunter, National School Boards Association</i>	
10:15 a.m. – 10:30 a.m.	Break
10:30 a.m. – 11:15 a.m.	Skill Sessions
<i>The Power of the Vocal Minority: A Case Study, Community Advocates in Action, Creative Ideas to Be Proactive, and What Does the Public Really Think?</i>	
11:15 a.m. – 11:30 a.m.	Break
11:30 a.m. – 12:15 a.m.	Skill Sessions:
<i>Morning Topics Repeated</i>	
12:30 p.m. – 1:30 p.m.	Lunch
1:45 p.m. – 3:00 p.m.	General Session
<i>Tech Talk and the Latest Technology Andy Brack, The Brack Group</i>	
3:00 p.m. – 3:30 p.m.	Break
3:30 p.m. – 4:15 p.m.	Skill Sessions
<i>E-marketing, Ten Quick Ways to Improve Your Website, and Picture This!</i>	
5:00 p.m. – 6:00 p.m.	Networking
6:15 p.m.	Sign up Dinners
8:00 p.m.	Networking

### Friday, October 21

8:30 a.m. – 9:15 a.m.	State Chapter Meetings
9:30 a.m. – 10:45 a.m.	Brunch
10:45 a.m. – 12:00 p.m.	Check Out

## FIRST STOP ON YOUR JOURNEY

### Conference Registration

#### Deadline:

Wednesday, October 5, 2005

#### Cost

SC and NC Chapter Members - \$150  
Non-Members - \$180

#### Cost for One Day Only

Members - \$110  
Non-Members - \$130

To register, complete the attached form and mail with your check written to SC/NSPRA to Libby Roof, SC/NSPRA Treasurer, c/o South Carolina School Boards Association, 1027 Barnwell Street, Columbia, S.C. 29201-3834.

For questions about your registration, call Brenda Arrowwood, South Carolina School Boards, at 803-988-0224. For questions about the conference, call Mary Anne Byrd at 803-734-8374.

## SECOND STOP ON YOUR JOURNEY

### Hotel Reservations

#### Deadline:

Friday, September 30, 2005

#### Cost Per Night:

Traditional Room - \$112 Plus Applicable Taxes



You can take a virtual tour of the Westin Poinsett, the Upstate's only Four Diamond hotel, and/or reserve your hotel room by visiting the conference website at [www.scnspra.org](http://www.scnspra.org). You can also reserve your hotel room by calling 1-800-937-8461 or 864-421-9700.