Welcome! We’re glad you’ll be joining us in Washington, D.C.
#NSPRA2019

Now that you’ve registered for North America’s most outstanding professional development experience in school communications, we’d like to share some tips that will help you get the most out of the NSPRA National Seminar. You won’t be disappointed; after 65 years, we know how to present a quality, graduate-level Seminar that inspires, motivates and delivers the information you’re seeking in an exciting, hands-on format. By the end of the Seminar, you’ll have gathered new ideas, knowledge and skills, and developed an amazing network of professional colleagues and contacts, who will help you to improve communications, public engagement and marketing in your district, schools or organization.

Tip #1: Join the fun.
Get in on the Seminar fun early by following @ROAD2NSPRA and their hashtag #ROAD2NSPRA on Twitter to watch as this year’s Seminar hat, Uncle Sam, makes its way across North America. Follow #NSPRA2019 before, during and after the Seminar for announcements and updates.

Tip #2: Study your Seminar materials NOW!
You won’t want to miss anything, so take a few minutes to review the Seminar registrant materials, particularly the Seminar Schedule at a Glance. We encourage you to become familiar with the program to map out your plan in advance, so you can make the most of your Seminar experience.

Be sure to check out the Pre-Seminar Workshop offerings on Saturday and Sunday, July 13 and 14. You will also notice that Sunday, July 14, focuses on important association activities. We strongly encourage you to attend these sessions and take an active role in your professional association. This is where you will begin to make contacts and join the powerful network that is NSPRA’s hallmark. On Sunday evening at 6 p.m., participants and their families are invited to be our guests at the Opening Reception. This year’s Seminar is packed with interesting, informative sessions, after-hours social opportunities and a final celebratory banquet on Wednesday evening, July 17. We hope you’ll take full advantage of all the opportunities the NSPRA Seminar has to offer.

Tip #3: Download the NSPRA Mobile App.
To help you navigate the Seminar and access important daily updates and valuable information, download the new NSPRA Mobile App for Android and Apple devices. As we get closer to the Seminar, the mobile app will include everything from session descriptions and evaluations, to hotel, NSPRA Marketplace and NSPRA Book Store information, and put everything you need at your fingertips.
Tip #4: Learn how to make the most of your first NSPRA Seminar.

If this is your first NSPRA Seminar, be sure to attend the *How to Make the Most of Your First NSPRA Seminar* session at 2:30 p.m. on Sunday, July 14. This is always an entertaining session where you’ll meet other first-timers and get lots of helpful tips on picking sessions along with information about not-to-miss opportunities.

Tip #5: Attend Pre-Seminar Workshops for expanded learning opportunities.

There are eight Pre-Seminar Workshops offered on Saturday and Sunday, July 13 & 14, which provide an opportunity for you to acquire more in-depth knowledge on a variety of high-interest topics. There is a separate registration fee for these workshops, which are designed to help you build skills and develop strategies that lead to successful communication, public relations, engagement and marketing programs.

Two of the Pre-Seminar Workshops are specifically designed to help you grow as a PR professional. The New Professionals Program is for anyone who has been working in school PR for three years or less. It is an intensive day-and-a-half workshop on foundational skills. The APR Prep workshop is targeted to anyone who has worked in public relations for five years or longer (though this is not a requirement) and wants to become Accredited in Public Relations (APR). Be sure to read through the Pre-Seminar Workshop offerings. One of these workshops may be just what you’ve been searching for!

Tip #6: Plan your Seminar experience before you arrive.

Seminar Schedule at a Glance

The Seminar Schedule at a Glance provides an overview of the Seminar program. Use it to plan how to get the most out of your time. Highlight the sessions you want to attend. Look for topics on which you need more information, skills you need to sharpen or national experts you want to hear. You will receive the complete program book when you check in at the Seminar. Be sure to note the seating allowance for the rooms. You may want to arrive early for some sessions to ensure you get a seat. Please keep in mind that this is a tentative schedule and some sessions may change. Check the NSPRA mobile app for updates during the Seminar.

We have a full program this year, so you may not be able to attend every session that interests you as there are bound to be scheduling conflicts. One strategy used by many of our veteran attendees is to team up with colleagues and share notes from different sessions. We are often asked why we don’t offer the same sessions more than once on the program. The answer: We have tried it in the past and found that second sessions were poorly attended. In addition, the majority of our presenters are also members who are paying to attend the Seminar and, like you, they want to attend as many sessions as possible.

Sunday Program Schedule

Here are the times for our special association meetings and activities on Sunday July 14. Please make a note, so that you don’t miss out on options for the opening day:

- **NSPRA Leaders’ Meeting (8 – 11:45 a.m.)** – The Leaders’ Meeting offers professional development and updates for chapter officers and committee/project team members on tasks and responsibilities for the year as well as best practices for chapters and information about programs and projects under development. All members interested in leadership opportunities are welcome to attend. This meeting is a great way to connect with the NSPRA Executive Board and other association leaders.

- **Annual Meeting & Celebration of Achievement (1 – 2:15 p.m.)** – The Annual Meeting & Celebration of Achievement program kicks off the afternoon and includes the Mark of Distinction Chapter Recognition Awards, the pinning of newly accredited members, recognition of NSPRA Front-Runners and speech of the candidate for NSPRA President-elect along with association business items. Come hear what your association has been doing this year, and celebrate the accomplishments of your colleagues.
Regional Colleague Connection Meetings (4 – 5:30 p.m.) – You’ll want to take this opportunity to meet your Regional Vice President and colleagues from other states in your region. This is a great opportunity to discuss regional issues and challenges, make valuable contacts for the year and connect with colleagues for dinner and networking.

Celebrating Equity through Inclusion Mixer (5:15 – 6:15 p.m.) – Share your unique background and culture with your school PR colleagues during this social mixer, sponsored by NSPRA, celebrating equity through inclusion.

Opening Reception (6 – 7:30 p.m.) – Help us kick off the Seminar at the Opening Reception, which is sponsored by West (SchoolMessenger solutions), Edilo and NSPRA. Meet up with old friends and introduce yourself to new ones.

Get Your Free Professional Portrait at NSPRA
Need an updated head shot? Look no further than the NSPRA Seminar, thanks to NSPRA sponsor, The Flipping Point. This year, attendees can get their portrait taken by a professional photographer and receive their photo via email after the conference. This opportunity is only available on Monday, July 15, on a first-come, first-served basis from 7 a.m. to 5 p.m. next to the Seminar registration area. Don’t forget to pack appropriate clothes for your shot! This is offered compliments of The Flipping Point, which helps school districts transform their customer service from ordinary to exemplary.

Network, Network, Network!
Face-to-face dialogue matters: It is the most valuable resource of all for communication professionals when it comes to networking and exchanging ideas and information with colleagues. Even the most innovative communication technology can’t replace the power of personal interaction when it comes to building strong networks and relationships. In our daily topic and job-specific networking sessions, you’ll have multiple opportunities to share ideas, collaborate, seek counsel and debrief on what you learned during the week. Start building or expanding a professional network that will serve you all year!

Wednesday Closing Banquet
The Closing Banquet on Wednesday, July 17, at 7 p.m. is preceded by a cash-bar reception at 6 p.m. This year’s Gold Medallion recipients will be honored during the banquet, and the 2019-20 NSPRA President will be installed. You’ll also get a preview of our 2020 Seminar in St. Louis.

Your Banquet Ticket: When you check in at the Seminar registration desk, we will ask if you plan to attend the closing banquet. You need a ticket to get into the banquet, so we ask this question to get an accurate count for meals. Your banquet ticket is included with your registration fee, but some Seminar attendees are unable to stay through Wednesday night. Letting us know your plans when you check in will help us keep registration costs from escalating and avoid wasted food.

Extra Tickets:

You can also purchase extra banquet tickets for family members or friends at the NSPRA Registration Desk. The cost of tickets is $103 per person. The high cost is the actual price NSPRA must pay for each meal.

Weather and Attire for D.C. in July
In case you’re wondering what to wear, average daytime July temperatures in D.C. typically run from a high of 89 degrees to a low of 71. It’s always wise to bring a light sweater or jacket for the air-conditioned meeting rooms. Most participants dress business casual for the Seminar, but given summer temperatures, more casual attire is also acceptable. If you are presenting a session, business or business-casual attire is appropriate. You may want to bring something a little dressier for the Closing Banquet, as this is our most formal event and many people choose to break out their party clothes!
A Registration Request
The NSPRA Registration Desk opens at 7:30 a.m. each day. However, if you are not attending a Saturday Pre-Seminar Workshop, we’d appreciate it if you would wait to check-in until after 10 a.m. Saturday so we can get our Pre-Seminar participants checked-in and into their workshops on time.

Tip #7: Check in with our CHESPRA hosts.
Be sure to drop by the CHESPRA Hospitality Table and say hello to the folks who will be serving as your hosts throughout the Seminar. Their goal is to make sure you have a fabulous Seminar experience, and they will be there to answer questions, provide directions and help ensure a great time for all. So after you check-in, head to their table next for ideas to maximize your D.C. experience!

Special Note: Look for information about any special events and evening activities being offered to come directly from Seminar sponsors and exhibitors.

Tip #8: Don’t be shy!
School PR people are among the friendliest you’ll ever meet, and NSPRA is known for the welcoming, collegial atmosphere of our conferences. Each Seminar participant was once a first-timer, and most will be happy to meet and talk with you. We work hard to make sure everyone feels welcome, so don’t be a wallflower! Introduce yourself to others, especially NSPRA Executive Board members and the vice president who represents your geographic region. Attend your Regional Colleague Connections meeting Sunday afternoon. And don’t be afraid to approach a presenter after a session. The Seminar is a great way to meet the experts in our field. Some of the best professional development occurs in social settings and between sessions at the NSPRA Seminar; we don’t want you to feel left out!

Tip #9: Visit the NSPRA Marketplace and check out the Corporate Showcase.
The NSPRA Marketplace and Corporate Showcase provide an opportunity for you to get a first-hand introduction to companies, consultants and organizations who offer communications/marketing products and services. The NSPRA Marketplace is scheduled for Monday and Tuesday from 8:30 a.m. to 4 p.m. The Corporate Showcase sessions will be held Tuesday from 1 – 2 p.m. You won’t want to miss these opportunities to check out valuable resources, talk with exhibitor representatives and learn directly from service providers.

Tip #10: Stop by the NSPRA Book Store and save money!
NSPRA will be offering some of our newest and best-selling products for review and purchase at the NSPRA Book Store. Save shipping costs by purchasing NSPRA products at the Seminar. Bring an open purchase order or credit card with you to help expedite your purchases.

Tip #11: Check out the 2019 Publication Award Winners.
Be sure to save time to visit the Publication Award Winners showcase and review this year’s winning publications to gather new ideas. The showcase will include one sample of each winning entry for the Award of Excellence to review. Links to winning entries also will be posted on the NSPRA website, so you can download a copy, too.
Tip #12: Attention Presenters! Shipping your handouts and materials?

The Omni Shoreham will accept packages for registered guests of the hotel. If you are a presenter and a guest at the Omni, you may ship your materials following the instructions below. Any materials being sent to the hotel must be marked as follows:

1. Hold for arrival - ATTN: (Guest's Name who will claim the shipment at hotel)
2. Date of claim person’s arrival
3. Complete Return Address
4. Number of Boxes (Example: Box 1 of 2 and Box 2 of 2)
5. Address Package to Hotel as follows:
   Omni Shoreham
   2500 Calvert Street NW
   Washington, DC 20008

Packages received will be charged to each registered hotel guest as follows:

- $10.00 each (1-10lbs)
- $15.00 each (11-20lbs)
- $30.00 each (21-40lbs)
- $50.00 each (41-60lbs)
- $70.00 each (61-110lbs)
- $120.00 each (101-120lbs)
- $325.00 each (Pallet)

The Omni cannot accept packages for non-registered individuals.

Tip #13: Earn graduate credits.

Seminar attendees can earn two graduate-semester extension credits from the University of San Diego for completing the required hours of instruction during the NSPRA 2019 National Seminar this summer. To learn more about fees and registration procedures, go to www.nspra.org/graduate-semester-extension-credit.

Tip #14: Check our website for the latest Seminar information.

Everything you need to know about the Seminar and more can be found under the NSPRA Seminar tab on our website www.nspra.org. Check it between now and July for updates.

Tip #15: Join us in St. Louis for our 2020 Seminar!

It’s not too early to start planning to attend NSPRA’s 67th Annual National Seminar in St. Louis, Mo., on July 12-15, 2020. Our Missouri School Public Relations Association (MOSPRA) colleagues are pros at hosting the Seminar and are already hard at work preparing for our return!

Tip #16: If you have questions, please ask!

If you have questions about the Seminar program before you get to D.C., call the NSPRA office at 301-519-0496 or your NSPRA Executive Board representative. If you have questions during the Seminar, don’t hesitate to ask at the NSPRA Registration Desk or the CHESPRA Hospitality Table. We’re committed to doing everything we can to make your Seminar experience the best ever!

See you in July!