



# NSPRA 2019 National Seminar

*Advancing Education One Story at a Time*

July 14 -17, 2019  
 Omni Shoreham Hotel  
 Washington, D.C.

## Schedule at a Glance

*(Subject to change)*

Saturday, July 13, 2019	
7:30 a.m. – 4:30 p.m.	<b>Registration</b>
9:00 a.m. – 4:00 p.m.	<b>Pre-Seminar Workshops</b> (Require separate registration) <ul style="list-style-type: none"> <li>• Strategic Planning for the One-person Communications Office</li> <li>• Work Smarter with Adobe Creative Suite: Best Practices for Print Production</li> <li>• We See You: Breaking Down Barriers to Effective Communications (half-day)</li> <li>• New Professionals Program</li> <li>• APR Prep: Get Ready for Universal Accreditation</li> </ul>
Sunday, July 14, 2019	
7:30 a.m. – 6:30 p.m.	<ul style="list-style-type: none"> <li>• Registration</li> <li>• Publication Awards Showcase</li> </ul>
10:00 a.m. – 1:30 p.m.	<ul style="list-style-type: none"> <li>• NSPRA Book Store</li> </ul>
8:00 – 11:45 a.m.	<ul style="list-style-type: none"> <li>• Leaders' Meeting</li> </ul>
9:00 a.m. – 4:00 p.m.	<b>Pre-Seminar Workshops</b> (Require separate registration) <ul style="list-style-type: none"> <li>• DIY Communication Research: Yes You Can!</li> <li>• Election Success Can Be Yours: Planning and Data-based Strategies for Winning at the Polls</li> <li>• Enhance Your District's Brand with Adobe Spark (half-day)</li> <li>• New Professionals Program</li> <li>• APR Prep: Get Ready for Universal Accreditation</li> </ul>
1:00 – 2:15 p.m.	<b>Annual Meeting/Celebration of Achievement</b>
2:30 – 3:45 p.m.	<b>How to Make the Most of Your First NSPRA Seminar</b>
4:00 – 5:15 p.m.	<b>Regional Colleague Connections</b> – facilitated by NSPRA Regional Vice Presidents <ul style="list-style-type: none"> <li>• South Central Region</li> <li>• Northeast Region</li> <li>• North Central Region</li> <li>• Mideast Region</li> <li>• Northwest Region</li> <li>• Southwest Region</li> <li>• Southeast Region</li> </ul>
6:00 – 7:30 p.m.	<b>Opening Reception</b>

<b>Monday, July 15, 2019</b>	
7:30 a.m. - 5:00 p.m.  8:30 a.m. – 1:30 p.m. 8:30 a.m. – 4:00 p.m.	<ul style="list-style-type: none"> <li>• Registration</li> <li>• Publications Award Showcase</li> <li>• NSPRA Book Store</li> <li>• Marketplace</li> </ul>
7:15 – 7:45 a.m.	<b>Seminar Quick Start</b>
8:00 – 9:00 a.m.	<b>Skill Sessions and Networking Session</b>
9:30 – 11:30 a.m.	<b>First General Session</b> <ul style="list-style-type: none"> <li>• Keynote: Kindra Hall</li> <li>• Presentation: Communication Technology Award for Superintendents</li> </ul>
11:30 a.m. – 1:00 p.m.	<b>Lunch on Your Own</b>
1:00 – 2:00 p.m.	<b>Skill Sessions and Networking Session</b>
1:00 – 3:00 p.m.	<b>Action Labs/Special Sessions</b>
2:30 – 3:30 p.m.	<b>Skill Sessions and Networking Session</b>
4:00 – 5:00 p.m.	<b>Skill Sessions and Networking Session</b>
<b>Tuesday, July 16, 2019</b>	
7:30 a.m. – 4:00 p.m.  8:30 a.m. – 1:30 p.m. 8:30 a.m. – 4:00 p.m.	<ul style="list-style-type: none"> <li>• Registration</li> <li>• Publications Award Showcase</li> <li>• NSPRA Book Store</li> <li>• Marketplace</li> </ul>
8:00 – 9:00 a.m.	<b>Skill Sessions and Networking Session</b>
9:30 – 11:30 a.m.	<b>Second General Session</b> <ul style="list-style-type: none"> <li>• Michele Norris</li> <li>• Presentation: Bob Grossman Leadership in School Communication Award</li> <li>• Presentation: Barry Gaskins Mentor Legacy Award</li> </ul>
11:30 a.m. – 1:00 p.m.	<b>Lunch on Your Own</b>
1:00 – 2:00 p.m.	<b>Corporate Showcase/Marketplace</b>
1:00 – 3:00 p.m.	<b>Action Labs/Special Sessions</b>
2:30 – 3:30 p.m.	<b>Skill Sessions and Networking Session</b>
4:00 – 5:00 p.m.	<b>Skill Sessions and Networking Session</b>
<b>Wednesday, July 17, 2019</b>	
7:30 a.m. – Noon  8:30 a.m. – 1:30 p.m.	<ul style="list-style-type: none"> <li>• Registration</li> <li>• Publications Award Showcase</li> <li>• NSPRA Book Store</li> </ul>
9:00 – 10:00 a.m.	<b>Skill Sessions</b>
10:30 – 11:30 a.m.	<b>Skill Sessions and Networking Session</b>
11:30 a.m. – 1:00 p.m.	<b>Lunch on Your Own</b>
1:00 – 2:00 p.m.	<b>Skill Sessions</b>
1:00 – 2:30 p.m.	<b>Gold Mine Roundtables</b>
1:00 – 3:00 p.m.	<b>Action Labs/Special Sessions</b>
6:00 – 9:30 p.m.	<b>Cash-Bar Reception and Closing Banquet</b>