

NSPRA 2019

Washington, DC July 14-17



Advancing Education One Story at a Time

Big Savings Now...

\$170 if you register and pay by Friday, February 28, 2019
\$100 more for a total of \$270 discount if you're a member in the Midwest Region and take advantage of the Super Early-Bird discount

Save Even More!

When a communication professional and a superintendent from the same district register together, each receives a \$150 discount when they register. A total of \$300 savings for the two registrations. No other discounts apply.

(See the back page for more discounts.)

Washington, D.C. Offers a Great Deal and Much of It Free

With a perfect location in historic D.C. and easy access to free museums and world-famous monuments, the elegant **Omni Shoreham Hotel** is located in a premier residential neighborhood. This urban retreat is situated on 11 lush acres and is just a short walk away from the National Zoo and the easy-to-use Metrorail.

NSPRA's special rate is \$219 per night (+ tax), for single occupancy. Our group rate is available until June 7, 2019, or until the block is filled. Reservations made after NSPRA's room block is filled or after the cut-off date will be based on availability and will be at the prevailing rate.

Make your reservation at www.nspira.org/seminar-hotel.

Book now! Space is limited.



Save Up to \$270 If You Register Now!

NSPRA's 2019 National Seminar

Omni Shoreham Hotel, July 14-17

NSPRA's National Seminar has the reputation of being the best professional development event throughout the United States and Canada, covering all facets of school communication.

Now, see for yourself why this will ring true for you.

Year after year, participants praise the timeliness, relevance and practicality of its more than 80 sessions as well as the value of the powerful connections and the network that NSPRA provides.

From July 14-17 in historic Washington, D.C., you'll learn from experts about the best way to tell your school story and make it stick. The 2019 NSPRA National Seminar will help you and your team become communication champions for your school district, giving you the tools and tactics to tackle tough issues and sharpen your skills. The NSPRA Seminar delivers a top attendee satisfaction rating and is annually ranked as one of the best values in school PR professional development. Don't miss this opportunity.

Register now and save!

Our Keynote Speakers Will Inspire and Lead

Re-energize your storytelling skills and find inspiration for the new school year at the General Sessions featuring award-winning columnist/speaker **Kindra Hall** and award-winning journalist **Michele Norris**. Each General Session will kick off a day of learning and sharing that's sure to spark your ideas for creative, innovative and effective school communication all year long.

Kindra Hall – Storytelling Sparks Messaging Success

Storytelling is one of the communication professional's top go-to strategies simply because it works so well in this era of oversaturation of competing facts. At our first General Session, you're in for a treat with Kindra Hall, award-winning columnist, author and National Champion storyteller. President and chief strategy officer at Steller Collective, a marketing agency focused on strategically applying storytelling to today's communication challenges, Hall has her master's degree in communications, conducting original research in the role that storytelling plays in defining and revealing culture. She shares her insights in a weekly column for Inc.com, and has been featured in *SUCCESS Magazine* and *Entrepreneur.com*



Michele Norris – Change Agent: Building Bridges for Connectivity and Inclusion

Michele Norris, Peabody Award-winning journalist, founder of The Race Card Project and executive director of The Bridge (The Aspen Institute's new program on race, identity, connectivity and inclusion), sparks important dialogue on current events, social issues and the power to make change as she adeptly breaks down commonly held beliefs and attitudes on race, diversity and bias. For more than a decade, Norris hosted NPR's *All Things Considered*, and produced in-depth profiles, interviews and series for NPR and special reports for *National Geographic*, *Time Magazine*, *ABC News* and *Lifetime Television*. After publishing her family memoir, *The Grace of Silence*, Norris created The Race Card Project to foster a wider conversation about race in America. That initiative earned her a Peabody Award and the Distinguished Dialogue Award in 2014.



Come Early! Learn More. Expand Your Learning with an NSPRA Pre-Seminar Workshop

See www.nspira.org/national-seminar for more.

Leaders

Saturday
July 13

New Professionals Program (Part 1).....9 AM-4:30 PM

Chris Tennill, APR
Susan Brott, APR

APR Prep: Get Ready for Universal Accreditation (Part 1).....9 AM-4 PM

Naomi Hunter, APR
Shawn McKillop, APR

Strategic Planning for the One-person Communications Office.....9 AM-4 PM

Erica Chandler, APR
Jill Filer
Stephanie Smith, APR
Kelly Wachel, APR

Work Smarter with Adobe Creative Suite:
Best Practices for Print Production.....9 AM-4 PM

Bonnie Minick
Erin McNulty

We See You: Breaking Down Barriers to Effective Communication.....1 PM-4 PM

Tracey Benson
Heidi Vega Ortero
Nikkie Whaley

Sunday
July 14

New Professionals Program (Part 2).....8:30 AM-NOON

Chris Tennill, APR
Susan Brott, APR

APR Prep: Get Ready for Universal Accreditation (Part 2).....9 AM-4 PM

Naomi Hunter, APR
Shawn McKillop, APR

DIY Communication Research: Yes, You Can!.....9 AM-4 PM

Trinette Marquis, APR

"Election Success" Can Be Yours: Planning and Data-based Strategies
for Winning at the Polls.....9 AM-4 PM

J. Marie Riche
David Beil

Enhance Your District's Brand with Adobe Spark.....1 PM-4 PM

Aaron Cagwin



Advancing Education One Story at a Time

Register today!

Mail it: NSPRA National Seminar
NSPRA
15948 Derwood Road
Rockville, MD 20855

Fax it: (301) 519-0494

Register online:
www.nspra.org/regseminar

Questions?

Call NSPRA at (301) 519-0496
Email us at nspra@nspra.org

Superintendent One-Day Program

Monday, July 15

NSPRA offers a special one-day program for superintendents on Monday, July 15. The program includes a special luncheon and speaker, plus access to the full array of the day's program offerings, including sessions targeted to education leaders.

For more information, go to www.nspra.org/national-seminar.

How much you have to pay if you cancel:

Cancellation fees: \$200 for cancellations we receive by May 17. \$300 for cancellations from May 18-June 7. After June 7, no refund.

Pre-Seminar Workshops: 25% of workshop fee for cancellations we receive by May 17. 50% for cancellations from May 18-June 7. After June 7, no refund.



1. Select your registration type and discounts

	Super Early-Bird Pay before Friday, February 28	Early-Bird Pay by Friday, May 17	Regular Rate Pay after Friday, May 17
NSPRA member	<input type="checkbox"/> \$655	<input type="checkbox"/> \$775	<input type="checkbox"/> \$825
NSPRA member + renew dues	<input type="checkbox"/> \$940	<input type="checkbox"/> \$1,060	<input type="checkbox"/> \$1,110
Not a member	<input type="checkbox"/> \$755	<input type="checkbox"/> \$875	<input type="checkbox"/> \$925

Even more discounts! Check all that apply

\$100 Discount for Mideast Region If you register for a full registration and are employed in the Mideast Region (District of Columbia, Indiana, Kentucky, Maryland, Michigan, Ohio, Virginia, West Virginia).

Superintendent + Communication Pro Combo When the superintendent and communication professional from the same district register together, they each receive a \$150 discount off the rate when they register, for a total discount of \$300. No other discounts apply.

Group Discounts

For multiple registrations from **the same employer**. You can only use this discount for full registrations.

2 Registrants from the Same Employer The 2nd full registrant receives a \$50 discount off the price that the 1st person pays. (You can apply this discount in addition to the region discount.)

3 or More Registrants from the Same Employer For 3 full Seminar registrations, pay just \$1,650. Each additional full registration is only \$300 per person. No other discounts apply.

Subtotal from Step 1 \$ _____

2: Select your optional Pre-Seminar Workshops

Saturday, July 13	<input type="checkbox"/> New Professionals Program (Part 1).....	\$349
	<input type="checkbox"/> APR Prep (Part 1).....	\$349
	<input type="checkbox"/> Strategic Planning for the One-person Communications Office.....	\$329
	<input type="checkbox"/> Work Smarter with Adobe Creative Suite	\$329
	<input type="checkbox"/> We See You.....	\$190
Sunday, July 14	<input type="checkbox"/> DIY Communication Research	\$329
	<input type="checkbox"/> "Election Success" Can Be Yours.....	\$329
	<input type="checkbox"/> Enhance Your District's Brand with Adobe Spark.....	\$190
	<input type="checkbox"/> New Professionals Program (Part 2)	
	<input type="checkbox"/> APR Prep (Part 2)	
Subtotal from Step 2 (Pre-Seminar Workshops)		\$ _____
Subtotal from Step 1 (Registration)		\$ _____
Total		\$ _____

3. Complete your payment

If your payment reflects a discount, NSPRA must receive your check or credit card payment by the discount deadline or we will charge you the next higher rate. A purchase order is not considered as payment to lock in a discount price. Make your payments to NSPRA.

I enclosed a check.

Charge my credit card:

Visa

Card number

MasterCard

Expiration date

Discover

Security code

AmEx

Now accepting PayPal



Signature

I enclosed a purchase order.

Purchase order no.

Please print clearly or type:

Your name:

Is this your first time to the Seminar?

Yes

No

Preferred name for your badge:

Your title:

District or organization:

Street address:

City:

State or Province:

ZIP or postal code:

Phone:

Email:

Fax: