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

Year after year, participants praise the timeliness, relevance, and practicality of its more than 70 sessions, as well as the value of the powerful connections and the network that NSPRA provides.

In St. Louis, Missouri, from July 12-15, you’ll learn from experts how to Magnify the Power of Communication. The 2020 NSPRA Seminar will help you become a communication champion 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 and save now!

Keynote Speakers to Inspire the Best in You

Shining a spotlight on the value of schools and the education they provide, our keynote speakers will drive your passion and give you the tools to be strong advocates for your students’ success.

Kevin Brown. The Hero Effect: Creating a Culture of Heroes at Every Level

Brown’s unconventional path to business and personal success taught him that winning in business and in life requires anything but conventional thinking. He has been a highly sought-after speaker for such clients as Siemens, State Farm, Delta Airlines, and Bristol-Myers Squibb. He began his career in sales and worked his way from the front lines to the boardroom. In 1998, he joined SERVPRO Industries as a franchise expansion manager and played a major role in the company growing from 847 to nearly 1,700 franchises today. He’s passionate about helping people expand their vision, develop their potential and grow their results. A masterful storyteller, he will entertain with a powerful blend of humor, relevant insights and actionable takeaways.

Amy Blankson. Fearless Positivity: Master Your Mindset to Thrive During Change

The bestselling author of The Future of Happiness, Blankson is the only person to receive a Point of Light from two sitting U.S. Presidents. A graduate from Harvard College and Yale School of Management, she focused on understanding how to cultivate happiness in a digital era. She co-founded the Digital Wellness Collective, is a member of the U.N. Global Happiness Council, and is currently working with the IEEE to create standards for well-being in the creation of artificial intelligence and emotion awareness.

Build Your Communication Skills! Expand Your Learning with an NSPRA Pre-Seminar Workshop

For more, see https://www.nspra.org/pre-seminar-workshops

<table>
<thead>
<tr>
<th>Leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matt Deichmann, APR</td>
</tr>
<tr>
<td>Sandy Miller, APR</td>
</tr>
<tr>
<td>Susan Brott, APR</td>
</tr>
<tr>
<td>Naomi Hunter, APR</td>
</tr>
<tr>
<td>Eric Chandler, APR</td>
</tr>
</tbody>
</table>

Meet Us in St. Louis!

Ever since the first train pulled in on September 1, 1894, St. Louis has been known as the Gateway to the West. The newly renovated St. Louis Union Station Hotel balances nostalgia, style, and sophistication. The welcoming Grand Hall features elegant historic touches, the hand-crafted stained glass Allegorical Window, 65-foot vaulted ceilings and a daily 3D light show. Plus, you can get a bird’s-eye view of the original train shed and the iconic St. Louis skyline from the 200-foot St. Louis Wheel or visit the St. Louis Aquarium.

NSPRA's special rate of $190 per night (+ tax), single or double occupancy, includes complimentary Internet access in the guest rooms. The group rate is available until June 8, 2020, 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.nspra.org/seminar-hotel.

NSPRA's 2020 National Seminar July 12-15

Magnify the Power of Communication

Big Savings Now...

$170 ............... if you register and pay by Friday, February 28, 2020

$100 more ....... for a total discount of $270 if you’re a member in the South Central Region and take advantage of the Super Early-Bird discount

Save Even More!

When communication professionals and superintendents 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 multiple discounts.)
Super Early-Bird Registration Form
NSPRA's 2020 National Seminar
July 12-15

1. Select your registration type and discounts

<table>
<thead>
<tr>
<th></th>
<th>Super Early-Bird</th>
<th>Early-Bird</th>
<th>Regular Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSPRA member</td>
<td>Pay before Friday, February 28</td>
<td>$665</td>
<td>$785</td>
</tr>
<tr>
<td></td>
<td>NSPRA member + renew dues</td>
<td>$950</td>
<td>$1,070</td>
</tr>
<tr>
<td>Not a member</td>
<td>Pay after Friday, May 15</td>
<td>$765</td>
<td>$885</td>
</tr>
</tbody>
</table>

Even more discounts! Check all that apply

- $100 Discount for South Central Region
  - If you register for a full registration and are employed in the South Central Region (Arkansas, Kansas, Louisiana, Missouri, Oklahoma, Texas).
- Superintendent + Communication Pro Combo
  - When the superintendent and communication professional from the same district register together, they receive a $150 discount off the rate when they register, for a total discount of $300. No other discounts apply.

Group Discounts

- 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 $1,680. Each additional full registration is only $300 per person. No other discounts apply.

Subtotal of registration (Step 1) $__________________________

2. Select your optional Pre-Seminar Workshops

- New Professionals Program (Part 1) $349
- APR Prep (Part 1) $349
- Strategic Planning for the One-Person Communications Office $329
- Give the Media What They Want — and Still Get What You Need $190
- Speechwriting: When You Do and Don’t Have Time to Do It $190
- New Professionals Program (Part 2)
- APR Prep (Part 2)

Subtotal of Pre-Seminar Workshops $__________
Subtotal from registration (Step 1) $__________

Total $__________

3. Complete your payment

NSPRA must receive check or credit card payments by the discount dates or we will charge the next higher rate. Purchase orders are not considered as payment to lock in prices. Make your payments to NSPRA.

☐ I enclosed a check.
☐ Charge my credit card:
  ☐ Visa
  ☐ MasterCard
  ☐ Discover
  ☐ AmEx

We accept PayPal

☐ I enclosed a purchase order.

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: ____________________________