## Register at www.mspra.org



# FINE TUNE YOUR COMMUNICATION SKILLS

## March 17 & 18, 2016

## Weber's Inn - Ann Arbor, Michigan

3050 Jackson Road Ann Arbor, Michigan

Directions: http://www.webersinn.com/contact/

driving-directions-to-webers

### Lodging at Weber's Inn

\$129 for single or double room per night

if reserved by February 14, 2016

Call 1-800-443-3050 and refer to the Michigan School Public Relations Association group MSPRA031716 to receive the special rate.

### **CONFERENCE HIGHLIGHTS**

- Breakout sessions to dig even deeper into relevant topics including Campaign Communications under the new PA 269 of 2015 (SB 571)
- Solid public relations strategies and tools
- Networking with colleagues from around the state
- Innovative ideas and tips

### WHO SHOULD ATTEND?

Public relations professionals, superintendents, school board members, and other school staff responsible for public relations activities

#### **CONFERENCE FEES**

Early Bird \$225 for members by Feb. 19, 2016

**Feb. 20 to** \$250 for members

**March 11** \$300 for non-members (includes pro-rated membership through August 31, 2016)

**Single Day** \$175 either day

## 2016 Annual Conference

Get ready
to sing along,
laugh, learn,
and be
rejuvenated
while building
critical
communication
skills!



Registration & Light Breakfast 8 - 9 a.m. Program begins at 9 a.m.

## March 17: BRIAN WOODLAND, APR

## **FINE TUNE YOUR SKILLS**

- Director of Communications and Community Relations for <u>Peel District School Board</u> in Ontario, Canada, Brian Woodland, APR, is a National School Public Relations Association favorite!
- Brian will kick-off our conference with important lessons learned in the field of School Public Relations to the tune of country songs you know and love.
- He will switch tracks later to a breakout session with a focus on Career and Technical Education.

## March 18: LARRY JOHNSON

#### **READY FOR ANYTHING!**

- Larry Johnson, <u>Grand Rapids Public Schools</u>
   Assistant Superintendent and Executive
   Director of Public Safety, also serves as the
   president of the National Association of School
   Safety and Law Enforcement Officers.
- Larry will lead us in some more serious dance steps through stories of his experience. We will learn about the latest in school security trends and fine tune our crisis communications skills.

**Dismissal at NOON!** 



## **Annual Conference Registration Form**

## FINE TUNE YOUR COMMUNICATION SKILLS featuring Brian Woodland, APR, of Ontario, Canada

Thursday and Friday, March 17 & 18, 2016 at Weber's Inn

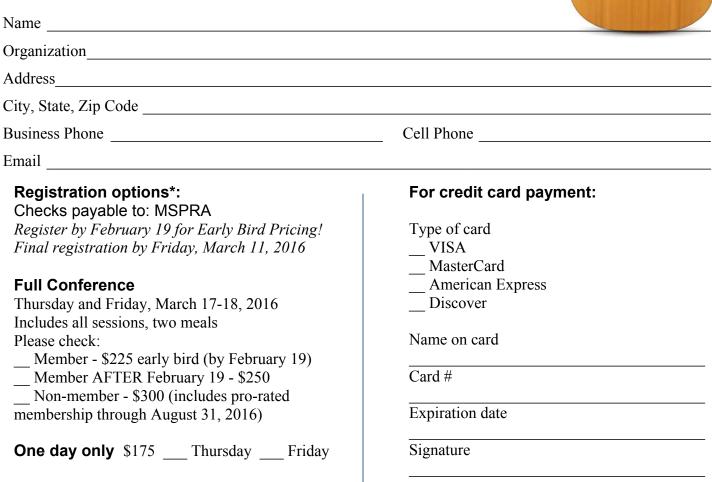
3050 Jackson Road, Ann Arbor, Michigan 48103 Phone: 1-800-443-3050 Directions: http://www.webersinn.com/contact/driving-directions-to-webers

Return form by **Friday**, **February 19**, **2016**, for Early Bird Pricing or no later than Friday, March 11, 2016, to:

MSPRA - Sue White, 1001 Centennial Way, Suite 300, Lansing, MI 48917-9279

Phone: 517.327.5910 Fax: 517.327.0779

Scan form and email to Sue White at <a href="mailto:swhite@gomasa.org">swhite@gomasa.org</a>
OR register online at <a href="mailto:www.mspra.org">www.mspra.org</a>



## Hotel arrangements at Weber's Inn

Room rate for the MSPRA conference is \$129 single or double room rate, per night if reserved by **Sunday**, **February 14, 2016**. To reserve a room you **must call 1-800-443-3050** and refer to the Michigan School Public Relations Association group **MSPRA031716** to get the special room rate. Do not reserve online.

<sup>\*</sup>In the event of participant cancellation, no refunds will be given if cancellation is within 7 days of the conference.