

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 [Peel District School Board](#) 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, [Grand Rapids Public Schools](#) 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 swhite@gomasa.org
OR register online at www.mspra.org**

Name _____

Organization _____

Address _____

City, State, Zip Code _____

Business Phone _____ Cell Phone _____

Email _____

Registration options*:

Checks payable to: MSPRA
Register by February 19 for Early Bird Pricing!
Final registration by Friday, March 11, 2016

Full Conference

Thursday and Friday, March 17-18, 2016

Includes all sessions, two meals

Please check:

- Member - \$225 early bird (by February 19)
- Member AFTER February 19 - \$250
- Non-member - \$300 (includes pro-rated membership through August 31, 2016)

One day only \$175 Thursday Friday

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.

For credit card payment:

Type of card

- VISA
- MasterCard
- American Express
- Discover

Name on card

Card #

Expiration date

Signature

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