



Greetings MSPRA Colleagues,
I hope you've had a good week.
I'm writing to remind you that....

There are only two weeks left to register for the MSPRA Annual Conference. Deadline is Friday, March 11.

- ✓ **Can you benefit from knowing the latest strategies in school communication?**
- ✓ **Do you want to learn from some of the best school communicators in the business?**
- ✓ **Do you want to be compliant with recent rules and regulations that impact communication?**

Then you'll want to "Fine Tune Your Communication Skills" at the 2016 Annual Michigan School Public Relations Association (MSPRA) conference on March 17 and 18 at Weber's Inn in Ann Arbor. [Registration deadline is March 11. One- and two-day pricing available.]

Come and learn from experts who can help you enhance your school communication/public relations (PR) program. Using the tips, strategies, and best practices shared at the conference, your district's communication program can help garner and maintain the support your students deserve.

On Thursday, attendees will hear from internationally-known presenter, Brian Woodland, APR, of the Peel District School Board in Ontario, Canada. Brian will share school PR lessons learned in his keynote address and offer a breakout session on how to better promote Career and Technical Education.

Friday's keynote speaker, Larry Johnson, Executive Director of Public Safety and School Security, Grand Rapids Public Schools, and President of the National Association of School Safety and Law Enforcement Officials will help us "**Be Ready for Anything**" by sharing tips and stories on crisis management and communication in the school environment.

In addition to the keynoters, we'll have a wealth of opportunities to learn new tips, strategies, and best practices in the breakout sessions *and* during the breaks. [View the [agenda](#).] Topics include:

- Tips to Make Your PR Program Sing!
- Making or Breaking the Image of Public Education and Career Tech!
- Digital Marketing Planning
- Leveraging Small Town Resources for BIG City Impact
- Websites that Top the Charts and Meet ADA Compliance Laws
- Making and Posting Movie Clips that Rock!
- The latest on what we can and can't do during elections
- Plus a new ruling on the Telephone Consumer's Protection Act

Remember, the registration deadline is Friday, March 11, 2016. To register, [click here](#).

Hope to see you at the conference.

Gerri Allen,
MSPRA Executive Director