

Register at [www.mspra.org](http://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

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

##### By March 11

\$250 for members

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

**Single Day** \$175 either day

Register at [www.mspra.org](http://www.mspra.org)

## 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!**

Register at [www.mspra.org](http://www.mspra.org)



## FINE TUNE YOUR COMMUNICATION SKILLS

### AGENDA

#### Thursday, March 17, 2016

8:00 - 8:45 AM **Light Breakfast & Registration**

8:45 - 9:00 AM **MSPRA Welcome & Sponsor Introductions**

9:00 - 10:30 AM **Fine Tune Your Skills**  
*Brian Woodland, APR*  
*Director of Communications and Community Relations, Peel District School Board*

10:30 - 10:45 AM Break & Networking

10:45 - 11:30 AM **Jam Session**— Interactive

11:30 AM - 12:30 PM Lunch & MSPRA Business  
Sponsored by SchoolMessenger

12:45 - 1:45 PM **Election Law—**  
**What Can Schools Do?**  
Mark McInerney, Clark Hill PLC

2:00 - 3:15 PM **BREAKOUT SESSIONS**

1. **Tips to Make Your PR Program Sing!**  
MSPRA Classics Share Their Secrets
2. **You've Got the Power—Building or Breaking the Image of Public Ed & Career Tech!**  
Brian Woodland, APR
3. **Digital Marketing Planning**  
Nicole Malak WDIV- Local4TV  
2015 MSPRA Gold Medallion Winner

### 2016 Annual Conference

#### Thursday, March 17, 2016 (continued)

3:15 - 3:30 PM Break & Networking

3:30 - 4:45 PM **BREAKOUT SESSIONS**

1. **Leveraging Small Town Resources for BIG City Impact**  
Holly McCaw, Media Relations Coordinator  
Otsego Public Schools  
Tom Scheidel, Public Relations and Media Coordinator, Allegan AESA  
Joni VanNieuwenhuyzen, Communications & Public Relations Specialist of Allegan Public Schools
2. **Websites that Top the Charts & Meet ADA Compliance Laws**  
Jennifer Osborn, Foxbright
3. **Making & Posting Movie Clips that Rock!**  
Veronica Gracia-Wing, Associate Strategist, Piper & Gold Public Relations

5:30 - 7:00 PM **Dinner Out**

7:30 - 11:00 PM **Blackboard Event at Weber's**

#### Friday, March 18, 2016

8:00 - 8:30 AM **Registration & Breakfast**  
Sponsored by Blackboard

8:30 - 9:10 AM **Crisis Communications: Lessons Learned the Hard Way**—Interactive

9:10 - 10:15 AM **Be Ready for Anything: Crisis Management & Communication in the School Environment**

Larry Johnson, Executive Director of Public Safety and School Security, Grand Rapids Public Schools, and President of the National Association of School Safety & Law Enforcement Officials

10:15 AM Break

10:15 - 11:10 AM **Be Ready for Anything, Part II**

11:15 - 11:40 AM **TCPA: Hold the Phone! Telephone Consumer Protection Act**  
Presented by SchoolMessenger

11:40 AM Closing Chorus

Noon Happy Trails To You!



# 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 of Ann Arbor

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

Return form 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](mailto:swhite@gomasa.org)  
OR register online at [www.mspra.org](http://www.mspra.org)**



Name \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip Code \_\_\_\_\_  
Business Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_  
Email \_\_\_\_\_

### Registration options\*:

Checks payable to: **MSPRA**  
*Final registration due by Friday, March 11, 2016*

### Full Conference

Thursday and Friday, March 17-18, 2016  
Includes all sessions, two meals  
Please check:

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

**One day only** \$175  Thursday  Friday

### For credit card payment:

- Type of card  
 VISA  
 MasterCard  
 American Express  
 Discover

Name on card \_\_\_\_\_

Card # \_\_\_\_\_

Expiration date \_\_\_\_\_

Signature \_\_\_\_\_

### Hotel arrangements at Weber's Inn

Room rate for the MSPRA conference is \$129 single or double room rate, per night.  
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.

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