

Join us for the 2017 Annual Conference!

Register at www.mspra.org



Michigan School Public Relations Association

SCHOOL COMMUNICATORS ARE INDISPENSABLE!

You may not hear it often enough, but what YOU do matters! School communication is an essential component of a successful school system. Learn how to strengthen your school district's communication resources, enhance your communications skills, and better promote your unique talents. Join us for an energizing and reaffirming event. - It's the conference you don't want to miss!

This event will help strengthen your school district's communication practices!

Learn how to:

Use Twitter to promote community engagement

Coordinate grassroots advocates

Work with media outlets/reporters that are not interested in your school

And so much more!

Annual Conference Details:

March 16 & 17, 2017 at Weber's Inn - Ann Arbor, Michigan

3050 Jackson Road, Ann Arbor, Michigan

[Directions to Weber's Inn in Ann Arbor](#)

Registration and light breakfast from 8 a.m. to 9 a.m. on Thursday. Program begins at 9 a.m. Lunch provided with dismissal at 4:45 p.m. Full breakfast offered Friday morning at 8 a.m., noon dismissal

Lodging at Weber's Inn - Ann Arbor, Michigan

\$119 for single or double occupancy per night

Check-in is 4 p.m. and check-out is 11 a.m. Call (800) 443-3050 for reservations.

Group Code: MSPRA031617

Reservations for discounted rates must be made by February 13, 2017

Registration Fees

\$250: Early bird registration for MSPRA members (by February 24, 2017)

\$275: Open registration for MSPRA members (after February 24, 2017)

\$350: Non-member registration (includes a prorated membership through August 31, 2017)

\$175: Single day registration - Thursday, March 16, 2017 or Friday, March 17, 2017

Register at www.mspra.org

Last day to register is March 10, 2017

Event Highlights:

Breakout Sessions - Networking with Colleagues Statewide - Innovative Ideas and Tips - Peer Review Opportunities

Featured Speaker: Tom DeLapp, APR (March 16)

National School Public Relations Association President-Elect and President, Communication Resources for Schools - Rocklin, California

School Communicators are Indispensable and

Treading the Fine Line Between Public Relations and Legal Strategies

Additional Conference Topics (March 16): How to host a Twitter town hall meeting, What to do when the media ignores you, How to train staff to create ADA compliant web pages, What every superintendent wants school communicators to know (March 17): Organizing grassroots advocacy teams, What can educators expect during the new legislative cycle, Crisis communication, and so much more!

Have a great project? Bring copies to share/display at the Exchange Center! Interested in a peer critique of a project? Spend time discussing how you can improve your work during one of the breakout sessions!

Who should attend the MSPRA conference?

School communicators, public relations professionals, superintendents, school board members and other school staff responsible for school communications activities.



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Register for the 2017 Annual Conference!

Register online at www.mspra.org or return this form no later than Friday, March 10, 2017 (via mail, email or fax) to:

MSPRA

Attn: Sue White

1001 Centennial Way, Suite 300, Lansing, MI 48917-9279

Phone: (517) 327-5910 Fax: (517) 327-0779 email: swhite@gomasa.org

Name _____

Organization _____

Address _____

City, State, Zip Code _____

Business Phone _____ Cell Phone _____

Email _____

Registration Options and Payment:

Full Conference:

Thursday and Friday, March 16-17, 2017

Includes all sessions, two meals and snacks

Please select:

Member-Early Bird (register by February 24, 2017)-\$250

Member (register after February 24, 2017)-\$275

Non-member (includes a prorated membership through August 31, 2017)-\$350

Single Day Registration:

\$175: Thursday, March 16, 2017

Friday, March 17, 2017

*Final registration due by Friday, March 10, 2017**

Hotel arrangements at Weber's Inn:

Room rate for the MSPRA Annual Conference is \$119 per night for single or double occupancy. To reserve a room, you must call (800) 443-3050 and refer to the Michigan School Public Relations Association group **MSPRA031617** to get the special discounted rate. Please do not make reservations online.

**A \$25 cancellation fee will be charged after February 27 through March 9, 2017. Cancellations will be honored through March 9, 2017.*

Make checks payable to MSPRA

For credit card payment:

Type of card

VISA

MasterCard

American Express

Discover

Name on card _____

Card# _____

CSC# (back of card) _____

Expiration date _____

Signature _____