

EDUCATION COMMUNICATIONS

Leading & Learning

GEORGIA SCHOOL PUBLIC
RELATIONS ASSOCIATION

ANNUAL
CONFERENCE

December 11–12, 2011

Georgia Tech Research Institute
Conference Center • Atlanta, Ga.

Register online today!

Registration deadline is Nov. 21!

Tight budget?

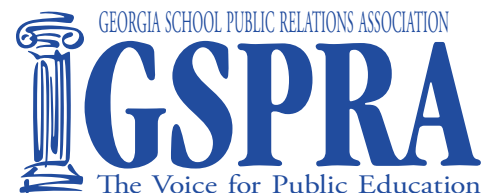
Apply for a conference
scholarship online!

About GSPRA

The Georgia School Public Relations Association (GSPRA) was established in 1973 and is a professional organization for school communicators and school-community relations specialists. GSPRA is an affiliate of the National School Public Relations Association.

GSPRA is a vital medium for exchanging information and ideas and is a wellspring of professional growth for education communicators statewide.

GSPRA's membership includes school system public relations professionals, school principals, central office professionals, school level communicators, public relations professionals from education associations and superintendents. GSPRA believes that every member of the administrative team of a school and school system bears some responsibility for relationship-building and/or communicating school policies and procedures.



**Thank you to
the Conference Host...**



**And Our
Conference Sponsors...**



Education Communications: Leading & Learning

Sunday, December 11, 1–6 p.m.

(Registration begins at 1 p.m., with sessions starting at 1:45.)

Start off the conference with GSPRA's Annual Education Panel. Don't miss this opportunity to learn more from state leaders in education about what's on the horizon for schools, moderated by Matt

Cardoza of the Georgia Department of Education, with representatives from key education organizations.

Afternoon roundtables are a tradition at GSPRA... They're fast, they're fun, and they're filled with information. Network with others on topics like SPLOST communications, community engagement, and more.

Because Life is Unscripted... you'll want to participate in this highly interactive session. Learn how to use tools that will help you develop the capacity for intuitive and creative action "in the moment." Back by popular demand... these improvisational exercises with the folks from Dumore Improv will get your creative motor humming.

Make plans to stay a little later on Sunday evening and enjoy dinner with GSPRA colleagues at Atlantic Station.

Monday, December 12, 8 a.m.–4 p.m.

(Registration begins at 8 a.m., with sessions starting at 9.)

Cyber Bullying... Learn what you need to know about social media and the law in this general session about the impact of cyberbullying on our school communities.

In breakout sessions, take your pick:

Attend **What Crisis?** and roll up your sleeves to participate in a role-playing exercise that will help you handle your next crisis like a pro. Or, learn some tips and tricks to **Podcast on a Budget to Tell Your Stories.**

After GSPRA's annual meeting luncheon, awards, and installation of officers, we'll come together for a Leadership Session with **NSPRA Southeast VP Jeff Nash.** Plan to head back to the office inspired to **Lead a Customer Service Revival.**

Our final breakout of the conference offers two options:

Learn how to **Communicate Your Value** to your organization with sound PR practices and effective communications. Or, focus on **Communicating Effective Family Engagement in Ways that Work.**

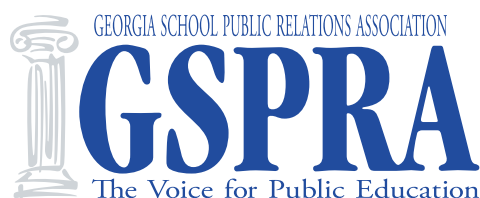
Another GSPRA tradition... Your conference registration includes a selection from the GSPRA Bookstore, stocked with professional reading for the school PR professional!

Register online today! Registration deadline is Nov. 21!

Register online at <http://www.gspraprof.org/2011conf>.

Find additional information on the conference, including a [scholarship application](#), on the Conference/Events tab of the website.

You have three great options for the best and most affordable professional development you will attend this school year!



\$50 for Sunday (half-day only)

\$100 for Monday (full-day only) (lunch provided)

\$110 for full conference (both days) (lunch provided)

A full-year membership to GSPRA is included in all three registration levels. Membership runs through the 2012 conference.

Even if you can't join us for the conference, don't let your GSPRA membership slip away.

Use the online conference registration to renew your GSPRA membership for the 2011–12 school year. Membership renewal is \$50.

NOTE: Conference registrations received after Nov. 21, and all walk-in registrations, will be assessed an additional \$15 fee. An administrative fee of \$15 will be charged for cancellations made after Nov. 21. To avoid the fee, cancellations must be in writing and postmarked or faxed no later than Nov. 21.

For more information about the 2011 GSPRA Conference:

Valerie Fuller, 2011 GSPRA Professional Development Director
Director of Communications, Muscogee County School District,
2960 Macon Road Columbus, GA 31906
706-748-2034 • Fuller.Valerie.L@muscogee.k12.ga.us

Jim Weidhaas, APR, 2011 GSPRA President
Public Relations Director, Glynn County Schools
P.O. Box 1677 Brunswick, GA 31521
912-267-4100, ext. 1118 • jweidhaas@glynn.k12.ga.us

Register for a Special GSPRA Hotel Rate at Courtyard by Marriott (Atlanta Midtown/Georgia Tech),

located at 1132 Techwood Drive in Atlanta. The hotel is within walking distance of the conference center.

Mention GSPRA when making reservations to get the special conference rate of \$109+tax. Nov. 20 is the deadline to lock in this rate.

There are a limited number of rooms in the block so make reservations early! Call 404-607-1112 or 1-800-321-2211