

Council of the Great City Schools

17th Annual Public Relations Executives Meeting



Registration Information

July 7-9, 2017

**Hyatt Regency San Antonio Riverwalk
123 Losoya Street
San Antonio, TX 78205
(210) 222-1234**



**Public Relations Executives Meeting
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ISSUES AND TOPICS

- Internal Communication Strategies
- How to Increase Parent Involvement
- School and District Marketing
- Social Media
- School Board Relations
- And More ...

REGISTRATION INFORMATION

To register online click [here](#)

or

Access registration at: www.cgcs.org/domain/20

REGISTRATION FEES

- \$200 CGCS Member School District
- \$50 Additional late registration fee for registering after June 12, 2017
- Sponsor Waived
- \$500 Additional Attendee from Sponsor



WHO SHOULD ATTEND

- Communication Director/Manager/Specialist
- Chief Communication Officer
- Press Secretary
- Director of Marketing
- Director of Public Relations
- Media Relations Director/Manager

HOTEL INFORMATION

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123 Losoya Street
San Antonio, TX 78205
(210) 222-1234

Room rates are \$179 per night plus 16.75% tax, for a total of \$208.98. All participants must make their own hotel reservations.

***To take advantage of the \$179 per night discount rate and reserve a room, contact Beth Pernerewski at bpernerewski@nspra.org. Let her know you plan to attend the Council conference and email her the dates you need a room.

Hotel Cancellation Policy: Cancellations must be made 72 hours in advance of arrival to avoid paying a one-night charge. The group rate of \$179 is available until June 14, 2017 or until the block is filled.

Conference Registration Refund and Cancellation Policy:

All cancellations, refund requests and substitutions must be in writing and emailed to Angel Gooch at agooch@cgcs.org. Registrations canceled on or before June 16 will receive a full refund. Cancellations made after June 16 through June 24 will be billed or refunded 50% of the registration fee. Cancellations made after June 24 and no-shows on July 7 will not receive a refund.

Attire: Business Casual. Please bring a sweater, blazer or wrap because meeting room may be chilly.



For those of you who want to stay over for the NSPRA seminar on Monday only, NSPRA offers Council participants a special one-day discount – \$215 – for its opening reception on Sunday night as well as the full-Monday program. To register, go to www.nspra.org, and click the button for \$215 CGCS Member.

ABOUT THE COUNCIL

The Council of the Great City Schools is the only national organization exclusively representing the needs of urban public schools. Composed of 68 large city school districts, its mission is to promote the cause of urban schools and to advocate for inner-city students through legislation, research and media relations. The organization also provides a network for school districts sharing common problems to exchange information, and to collectively address new challenges as they emerge in order to deliver the best possible education for urban youth.

COUNCIL MEMBER DISTRICTS

Albuquerque, Anchorage, Arlington, TX, Atlanta, Austin, Baltimore, Birmingham, Boston, Bridgeport, Broward County (Ft. Lauderdale), Buffalo, Charlotte-Mecklenburg, Chicago, Cincinnati, Clark County (Las Vegas), Cleveland, Columbus, Dallas, Dayton, Denver, Des Moines, Detroit, Duval County (Jacksonville), El Paso, Fort Worth, Fresno, Guilford County (Greensboro, N.C.), Hawaii, Hillsborough County (Tampa), Houston, Indianapolis, Jackson, Jefferson County (Louisville), Kansas City, Long Beach, Miami-Dade County, Milwaukee, Minneapolis, Nashville, New Orleans, New York City, Newark, Norfolk, Oakland, Oklahoma City, Omaha, Orange County (Orlando), Palm Beach County, Philadelphia, Pinellas County, Pittsburgh, Portland, Providence, Richmond, Rochester, Sacramento, San Antonio, San Diego, San Francisco, Shelby County (Memphis) Seattle, St. Louis, St. Paul, Toledo, Tulsa, Washington, D.C., and Wichita

