

Council of the Great City Schools

20th Annual Public Relations Executives Meeting



REGISTRATION BROCHURE

July 9-11, 2020
St. Louis Union Station Hotel
1820 Market Street
St. Louis, MO 63103



**Public Relations Executives Meeting
Union Station Hotel• July 9-11, 2020**

ISSUES AND TOPICS

- Marketing and Branding
- Internal Communications
- Crisis Communications
- Effective Use of Social Media
- And More...

REGISTRATION INFORMATION

To register online click [here](#)

or

Access registration at: <https://cvent.me/zRybmz>

School District

- \$300 CGCS Member School District
- \$50 Additional late registration fee for registering after June 19, 2020

Companies

- \$5,500 Platinum Sponsor
- \$4,500 Gold Sponsor
- \$3,500 Silver Sponsor
- \$500 Additional Attendee from Sponsoring Company
- \$1,000 Company Not Sponsoring (per person)

HOTEL INFORMATION

Union Station Hotel
1820 Market Street
St. Louis, MO 63103
(314) 621-5262

Room rates are **\$219 per night** plus 14.95% tax. **All participants must make their own hotel reservations.**

***To take advantage of the \$219 per night discount rate and reserve a room, use this link to book online:

<https://bit.ly/2GyMBut>

Hotel Cancellation Policy: Cancellation Policy is 48 hours prior to arrival.



Conference Registration Refund and Cancellation Policy:

All cancellations, refund requests and substitutions must be in writing and emailed to Gregory Bacon at gbacon@cgcs.org. Registrations canceled on or before June 19 will receive a full refund. Cancellations made after June 19 through June 26 will be billed or refunded 50% of the registration fee. Cancellations made after June 26 and no-shows on July 10 will not receive a refund.

WHO SHOULD ATTEND

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

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Draft Agenda

Thursday, July 9, 2020

6:00 pm – 8:30 pm Dinner at a local restaurant

Friday, July 10, 2020

7:30 am – 10:00 am Registration

8:00 am – 9:00 am Breakfast

9:30 am – 12:00 pm Presentations/Discussions

Noon - 1:00 pm Lunch

1:00 pm - 4:30 pm Presentations/Discussions

4:30 pm Dinner on Your Own

Saturday, July 11, 2020

8:00 am – 9:00 am Continental Breakfast

9:00 am - 12:30 pm Presentations/Discussions

12:30 pm - 1:30 pm Lunch

1:30 pm Adjourn

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 – \$225 – for its opening reception on Sunday night as well as the full-Monday program. To register, go to www.nspr.org, and click the button for \$225 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 76 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, Aurora, 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, Manchester (New Hampshire), 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, Puerto Rico, Richmond, Rochester, Sacramento, San Antonio, San Diego, San Francisco, Santa Ana, Shelby County (Memphis) Seattle, St. Louis, St. Paul, Stockton, Toledo, Toronto, Tulsa, Washington, D.C., Washoe (Reno), and Wichita

