

*Council of the Great City Schools*

# **18th Annual Public Relations Executives Meeting**



## **Registration Brochure**

**July 12-14, 2018**

**Hyatt Regency Orange County  
11999 Harbor Blvd.  
Garden Grove, California 92840  
(714) 750-1234**



# Public Relations Executives Meeting Hyatt Regency Garden Grove • July 12-14, 2018

## ISSUES AND TOPICS

- Crisis Communications
- Public Education Challenges
- Strategic Media Relations
- District Brand Protection
- Internal Communications
- And More ...



There will also be a special presentation from **crisis communications expert Sara Brady, CEO of Sara Brady Public Relations Inc., in Florida.** The firm's services include crisis communication, managing strategic community relations, and managing social media. A former reporter, Brady has more than 20 years of experience in communications. In 2016, she managed communication for three crises that attracted global attention: the shooting death of singer Christina Grimmie at Plaza Live theater, the Pulse Night Club tragedy in which 49 people were killed, and the incident involving a child attacked by an alligator at Walt Disney World.

## REGISTRATION INFORMATION

To register online click [here](#)

or

Access registration at: <http://www.cvent.com/d/4tqgby>

## REGISTRATION FEES

- \$200 CGCS Member School District
- \$50 Additional late registration fee for registering after June 18, 2018
- Sponsor Waived
- \$500 Additional Attendee from Sponsor

## HOTEL INFORMATION

Hyatt Regency Orange County

11999 Harbor Blvd.

Garden Grove, CA 92840

(714) 750-1234

Room rates are **\$209 per night** plus 14.5% tax, plus a 2.5% tourism fee. **All participants must make their own hotel reservations.**

\*\*\*To take advantage of the \$209 per night discount rate and reserve a room, use this link to book online:

<https://aws.passkey.com/go/NSPRA2018rl>

Hotel Cancellation Policy: Cancellation Policy is 72 hours prior to arrival (by 4pm, 3 days prior to arrival)



### **The Hyatt Regency Orange County is sold out**

A company called A Room With A View is handling overflow accommodations and will secure the lowest available rates at the best available hotels within walking distance to the Hyatt Regency. Reservations processed by A Room With A View are automatically on a waitlist for rooms at the Hyatt Regency should cancellations occur. A Room With A View can be contacted at 1-800-780-4343, Monday-Friday 9:00 a.m. – 5:00 p.m. CST. Tell them you are attending the National Public Relations Association conference.

### **Conference Registration Refund and Cancellation Policy:**

All cancellations, refund requests and substitutions must be in writing and emailed to Alexis Vann at [avann@cgcs.org](mailto:avann@cgcs.org). Registrations canceled on or before June 20 will receive a full refund. Cancellations made after June 20 through June 27 will be billed or refunded 50% of the registration fee. Cancellations made after June 27 and no-shows on July 12 will not receive a refund.

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**Draft Agenda**

**Thursday, July 12, 2018**

6:00 pm – 8:30 pm

**Dinner**

Ralph Brennan's Jazz Kitchen in Downtown Disney

**Guest Speaker**

Kathleen Kennedy Manzo

Managing Editor, *Education Week*

**Friday, July 13, 2018**

7:30 am – 10:00 am

Registration

8:00 am – 9:00 am

Breakfast

9:00 am – 9:15 am

Welcome and Introductions

9:15 am – 10:30 am

*Crisis Management- After the Plan, Now What?*

Sara Brady, Crisis Communications Expert

10:30 am – 10:45 am

Coffee Break

10:45 am- Noon

Frontline Crisis Communications Panel

Noon - 1:00 pm

Lunch

1:00 pm - 2:00 pm

*Student Ambassadors: Telling the District Story with Student Leaders*  
(Ameerah Palacios, Metropolitan Nashville Public Schools)

2:00 pm - 2:15 pm

Refreshment Break

2:30 pm - 3:30 pm

*Searching for a Superintendent: The Ups and Downs of the*  
*Community Engagement Process*

(Toya Stewart Downey and Pepe Barton, Saint Paul Public Schools)

3:30 pm - 4:30 pm

Roundtable Discussions Between New/Junior Public Relations  
Executives and Veteran/Senior PREs

4:30 pm

Dinner on Your Own

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**Saturday, July 14, 2018**

8:00 am – 9:00 am	Continental Breakfast
9:00 am - 10:00 am	<i>What's Working in Internal Communications and Why</i> (Nora Carr, Guilford County Schools/Greensboro, N.C.)
10:00 am - 11:00 am	<i>Preparing for a Labor Strike</i> (Amy Idsvoog, Fresno Unified School District)
11:00 am - 11:45 am	Round Robin Discussion on What's Working in <u>Your</u> Urban School District
11:45 am - Noon	Wrap-Up
Noon	Adjourn
12:30 pm - 1:30 pm	Post-Meeting Lunch at Catal in Downtown Disney Sponsored by K12 Insight & Peachjar

***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 – \$220 – for its opening reception on Sunday night as well as the full-Monday program. To register, go to [www.nspr.org](http://www.nspr.org), and click the button for \$220 CGCS Member.***

## WHO SHOULD ATTEND

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

## 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 70 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, Puerto Rico, Richmond, Rochester, Sacramento, San Antonio, San Diego, San Francisco, Santa Ana, Shelby County (Memphis) Seattle, St. Louis, St. Paul, Toledo, Tulsa, Washington, D.C., and Wichita

