

23rd Annual

Public Relations Executives Conference

July 11-13 | Bellevue, WA



Public Relations Executives Meeting Hyatt Regency Bellevue • July 11-13

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/nYkyW2>

School District

- \$300 CGCS Member School District
- \$450 Non CGCS Member School District or non-profit
- \$50 Additional late registration fee for registering after
June 17, 2024

Companies

- \$12,500 Platinum Sponsor
- \$8,500 Diamond Sponsor
- \$5,000 Gold Sponsor
- \$3,500 Silver Sponsor

HOTEL INFORMATION

Hyatt Regency Bellevue on Seattle's Eastside
900 Bellevue Way NE
Bellevue, WA 98004-4272

Rooms at the Hyatt Regency are sold out. Here is the information for the overflow hotel.

Marriott Bellevue (four blocks from the Hyatt Regency)
200 110th Ave NE
Bellevue, Washington
Room rates are \$249 a night
Make your reservation online at: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1706656027415&key=GRP&app=resvlink>

The Council books rooms through a contract with the National Schools Public Relations Association (NSPRA) so if you call the hotel identify yourself as an attendee of the NSPRA Seminar to receive the group rate.



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 17 will receive a full refund. Cancellations made after June 17 through June 28 will be billed or refunded 50% of the registration fee. Cancellations made after June 28 and no-shows on July 12 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 11, 2024

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

Friday, July 12, 2024

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 - 4:00 pm Presentations/Discussions

5:00 pm Cocktail reception

Saturday, July 13, 2024

8:00 am – 9:00 am Continental Breakfast

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

Noon - 1:00 pm Lunch

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

5:00pm Adjourn

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 78 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, 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, Fayette County (Lexington), 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 (St. Petersburg), Pittsburgh, Phoenix Union, 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., Washoe County (Reno), Wichita, and Winston-Salem/Forsyth

