

Council of the Great City Schools
19th Annual
Public Relations Executives Meeting



**REGISTRATION
BROCHURE**



July 11-13, 2019

**Omni Shoreham Hotel
2500 Calvert St. NW
Washington, DC 20008**



**Public Relations Executives Meeting
Omni Shoreham Hotel• July 11-13, 2019**

ISSUES AND TOPICS

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

REGISTRATION INFORMATION

To register online click [here](#)

or

Access registration at: <http://www.cvent.com/d/56qp44>

School District

- \$225 CGCS Member School District
- \$50 Additional late registration fee for registering after June 19, 2019

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

Omni Shoreham Hotel
2500 Calvert St. N.W.
Washington, D.C. 20008
(202) 234-0700

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/2SVvkjH>

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 11 will not receive a refund.

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Draft Agenda

Thursday, July 11, 2019

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

Friday, July 12, 2019

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 - 6:00 pm Reception

6:00 pm - 7:00 pm Dinner on Your Own

Saturday, July 13, 2019

8:00 am – 9:00 am Continental Breakfast

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

Noon - 1:00 pm Lunch

1:00 pm - 3:00 pm Presentations/Discussions

3:00 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 74 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, 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., and Wichita

