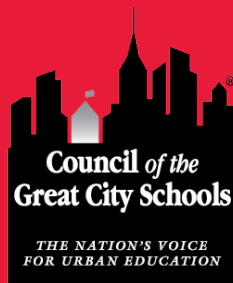




# 24th Annual Public Relations Executives Meeting

July 17 - 19, 2025



Washington Hilton  
Washington, DC

# Public Relations Executives Meeting Washington Hilton • July 17-19

## ISSUES AND TOPICS

- Marketing and Branding
- Internal Communications
- Crisis Communications
- And More...
- Effective Use of Social Media
- Student Recruitment & Enrollment
- Strategic Media Relations

### WHO SHOULD ATTEND

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

## REGISTRATION INFORMATION

To register online click [here](#)

*or*

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

### 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 23, 2025

### Companies

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

## HOTEL INFORMATION

Washington Hilton

1919 Connecticut Ave, NW

Washington, DC 20009

Room rate is \$249 a night

Make your reservation online at: <https://www.nspra.org/National-Seminar/Hotel-Travel>

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.

**Overflow Hotel is Residence Inn Washington, DC/Dupont Circle (0.6 miles from the Washington Hilton)**

2120 P Street NW

Washington, DC 20037

Room rate is \$259

Make your reservation online at: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1740082670303&key=GRP&guestreslink2=true&app=resvlink>



### **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](mailto:gbacon@cgcs.org). Registrations canceled on or before June 23 will receive a full refund. Cancellations made after June 23 through July 7 will be billed or refunded 50% of the registration fee.

Cancellations made after July 7 and no-shows on July 17 will not receive a refund.



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**Draft Agenda**

**Thursday, July 17, 2025**

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

**Friday, July 18, 2025**

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 19, 2025**

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

5:00 pm      Adjourn



# Public Relations Executives Meeting

## Washington Hilton

### Washington, DC | July 17 - 19, 2025

#### SPONSORSHIP INFORMATION

The Council of the Great City Schools is a coalition of 78 of the nation's largest urban public school systems. The Council is located in Washington, DC, where it works to improve the quality of urban schools. The Council is a 501©3 organization and contributions made to the Council are tax exempt. The Council invites you to become a sponsor of the 2025 Public Relations Executives Meeting.

All work sessions are open to our sponsors. Sponsorship opportunities are limited. All sponsorships must be paid in full before July 8, 2025 in order to secure your company's spot.

The Council is offering three (3) levels of sponsorship to support the PRE Meeting: \$12,500, \$8,500, and \$5,000. The level opportunities are on a first come, first served basis and are outlined as follows:

## DIAMOND

### **\$12,500 – Four Spots**

- District-led presentation with a communications official from a Council member school district. All sponsors must be accompanied by a partnering district.
- Three (3) free registrants included (maximum 2 additional attendees registered at \$1,000 each).
- Listed as a sponsor of the cocktail reception on Friday, July 18. The reception will be held at a local restaurant.
- Early distribution of participants list. This will be sent twice before the conference.
- Recognized via signage, conference program and the Council's Annual Report.
- Promotional materials inserted inside the conference bag.
- A seat at the table with public relations executives to find out their needs and challenges (There will be no exhibits at this conference).

## PLATINUM

### **\$8,500**

- Listed as a sponsor for the Friday, July 18 or Saturday, July 19 lunch, where a representative can give brief remarks.
- Two (2) free registrants included (maximum 2 additional attendees registered at \$1,000 each).
- Early distribution of participants list. This will be sent twice before the conference.
- Recognized via signage, conference program, and the Council's Annual Report.
- Promotional materials inserted inside the conference bag.
- A seat at the table with public relations executives to find out their needs and challenges (There will be no exhibits at this conference).

## GOLD

### **\$5,000**

- Listed as a sponsor for the Friday, July 18 or Saturday, July 19 breakfast, where a representative will have the opportunity to give brief remarks.
- One (1) free registrant included (maximum 1 additional attendee registered at \$1,000 each).
- Recognized via signage, conference program, and the Council's Annual Report.
- Promotional materials inserted inside the conference bag.
- A seat at the table with public relations executives to find out their needs and challenges (There will be no exhibits at this conference).

To sign up for a sponsorship level, please click [here](#)  
or go to: <https://cvent.me/PmxqPm>.

## 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

