

Council of the Great City Schools 20th Annual Public Relations Executives Meeting



REGISTRATION BROCHURE

July 19-21, 2021



Public Relations Executives Virtual Meeting

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ISSUES AND TOPICS

- Marketing and Branding
- Internal Communications
- Customer Service
- Crisis Communications
- Student Recruitment and Enrollment
- Equity and Engagement Practices
- Social Media
- Recovering after COVID: Where do we go from here?

KEYNOTE SPEAKER



David Meerman Scott spotted the real-time marketing revolution in its infancy and wrote five books about it including *The New Rules of Marketing and PR*, now in a 7th edition. Now David says the pendulum has swung too far in the direction of superficial online communications. Tech-weary and bot-wary people are hungry for true human connection. Organizations have learned to win by developing what David calls a

“Fanocracy” - (the subject of his Wall Street Journal bestseller) - tapping into the mindset that relationships with people are more important than products and services that organizations offer. His latest book is *“Fanocracy: Turning Fans into Customers and Customers into Fans”* from Portfolio / Penguin Random House about Fandom culture and how any business can grow by cultivating fans.

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/EgRIED>

School District/College of Education

- () \$125 CGCS Member School District- All conferees will receive a copy of David Meerman Scott's "*Fanocracy*" mailed to them.
- () \$125 CGCS College of Education Members
- () \$150 Non-CGCS Member School District/Colleges

Companies/Nonprofit Organization

- () 5,000 Platinum Sponsor, Sponsor a presentation by author and marketing expert David Meerman Scott - **includes three waived registrations**
- () \$4,500 Gold Sponsor, Presentation with school district - **includes two waived registrations**
- () \$2,500 Bronze Sponsor - **includes one waived registration**
- () \$400 Additional Attendee from Sponsoring Company - **three registrants max**
- () \$800 Company/Nonprofit Organization Not Sponsoring (per person) - **two registrants max**

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 28th will receive a full refund. Cancellations made June 28 - July 5 will be billed or refunded 50% of the registration fee. Cancellations made after July 5th **will not** receive a refund and will be billed the full amount.

For checks- indicate on check the invoice number, registrant's name, and list name of the conference. (PRE 2021)

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 77 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), East Baton Rouge, 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

