



2015 NCSpra–SC/NSPRA Fall Conference · 10/21-23/15
Agenda-at-a-Glance
(presentation titles subject to change)

WEDNESDAY AFTERNOON – Marketing Your Schools

- 1:30 PM – Welcome
- 1:45-2:15 PM – Top 10 Tips for Marketing Your Schools
- 2:15-5:00 PM – John Formica: “If Disney Ran Your Schools What Would It Look Like? – *Insider Secrets to Create a Disney-like Culture, Customer Experience and a Whistle-While-You-Work Team Environment!*” (Visit www.johnformica.com for more info)
- TBA – Presidential Reception – Hilton Riverside Terrace

THURSDAY MORNING – Media Relations

- 8:30-9:15 AM – Coffee/Continental Breakfast
- 9:15-9:30 AM – Conference Roll Call
- 9:30-10:30 AM – Tom DeLapp: Developing/Maintaining Strong Media Relationships
- 10:30-10:45 AM – BREAK
- 10:45-12:00 Noon – Media Panel: Representatives of Regional Print and Broadcast Media hold a Discussion Forum for PIO’s
- 12:00-1:30 PM – LUNCH (Details TBA)

THURSDAY AFTERNOON – Hands-on PR Resources

- 1:30-2:30 PM – Lauri Crowder: Traps, Tricks and What Do You Do When This Happens?
- 2:30-2:45 PM – BREAK
- 2:45-4:15 PM – Building Your PR Toolkit (interactive workshop)
- 5:30-6:00 PM – Boarding for Dinner Cruise
- 6:00-8:00 PM – Dinner Cruise on the Cape Fear Aboard the *Henrietta III* Riverboat

FRIDAY MORNING – Building Community Support

- 8:30-9:00 AM – Coffee/Continental Breakfast
- 9:00-10:00 AM – State Chapter Meetings
- 10:00-11:00 AM – Carizma Thomas & Johnathan Graves: Strategies for Building Community Support
- 11:00-11:15 AM – BREAK
- 11:15-12:45 – Tom DeLapp: Maintaining Community Support