



25th Annual Public Relations Executives Meeting

July 16 - 18, 2026



Hilton New Orleans Riverside
New Orleans, LA

Public Relations Executives Meeting Hilton New Orleans Riverside | July 16-18

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/nLgrwE>

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 22, 2026

Companies

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



HOTEL INFORMATION

Hilton New Orleans Riverside
Two Poydras Street
New Orleans, LA 70130

The Hilton block is sold out but the overflow hotel is the:

Loews New Orleans Hotel- \$139/night at 300 Poydras St., New Orleans
Located a 5-minute walk from the Hilton New Orleans Riverside and in the New Orleans Art District.

NOTE: A one-night, non-refundable deposit will be required for each room reservation.

You can make your hotel reservations online at: <https://www.loewshotels.com/new-orleans/group-nspra-2026>

The Council books hotel rooms through a contract with the National Schools Public Relations Association (NSPRA), so you must book your hotel room through the NSPRA website 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 22 will receive a full refund. Cancellations made after June 22 through July 6 will be billed or refunded 50% of the registration fee. Cancellations made after July 6 and no-shows on July 16 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 16, 2026

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

Friday, July 17, 2026

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 18, 2026

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

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SPONSORSHIP INFORMATION

The Council of the Great City Schools is a coalition of 82 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 2026 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, 2026 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 – Three 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 conference registrations (additional registrations are \$1,000 per person).
- Listed as a sponsor of the cocktail reception on Friday, July 17. 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).
- (max. 2 additional attendees registered at \$1,000 each)

PLATINUM

\$8,500

- Be listed as a sponsor for the Friday, July 17 or Saturday, July 18 lunch, where a representative can give brief remarks.
- Two (2) free conference registrations (additional registrations are \$1,000 per person)
- 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).
- (max. 2 additional attendees registered at \$1,000 each)

GOLD

\$5,000

- Be listed as a sponsor for the Friday, July 17 or Saturday, July 18 breakfast, where a representative will have the opportunity to give brief remarks.
- One (1) free conference registration (additional registrations are \$1,000 per person)
- 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).
- (max. 1 additional attendee registered at \$1,000)

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

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 82 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, Durham, 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), Jersey City, Kansas City, Long Beach, Madison, 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, Wake County, Washington, D.C., Washoe County (Reno), Wichita, and Winston-Salem/Forsyth

