



NCSPPRA/SC-NSPPRA Fall Conference
Wilmington 2019

NCSPPRA/SC-NSPPRA Fall Conference

November 6-8, 2019

Embassy Suites by Hilton Wilmington Riverfront
9 Estell Lee Place, Wilmington

Conference Schedule and Agenda

■ **Wednesday, November 6**

- 11:00 a.m. Registration opens
- 1:00 p.m. **Welcome, Introductions, and Conference Overview**
Todd Hagans, NCSPPRA President
Chief Communications Officer, Gaston County Schools, Gastonia, NC
Melissa Robinette, SC-NSPPRA President
Director of Public Relations, Spartanburg District Five, Duncan, SC
- 1:30 - 2:30 p.m. **Session I**
TOPIC: High-Profile Incidents in School PR
PRESENTER: Tom DeLapp, APR, Chairman, Communication Resources for Schools, Sacramento, CA
- A Word from our Sponsor ... Gaggle*
- 2:30 - 2:45 p.m. **Beverage and Snack Break** (Sponsored by Gaggle)
- 2:45 - 3:45 p.m. **Vendor Match-Up**
Our vendors play an important role in sponsoring our conference ... and providing quality services and resources for school PR professionals. As a conference attendee, you will get a glimpse of what our vendors have to offer and begin making connections during this fun, high-energy session conducted in “speed-dating” format.
- A Word from our Sponsor ... Willdan Group/Duke Energy*

- 3:45 - 4:45 p.m. **Session II**
 Finding Wellness in School PR
 PRESENTER: Kristin Magette, APR, Proposal Writer and Marketing Specialist, Willdan Group, Inc., Lawrence, KS
- A Word from our Sponsor ... MarketVolt*
- 4:45 p.m. Wrap-up and preview of Thursday’s agenda
- 5:30 p.m. **NCSPRA Mentor Match-Up**
 Led by Molly McGowan Gorsuch, Public Information Officer, Henderson County Public Schools, Hendersonville, NC
 If you are new to our profession and would like a mentor, this is your opportunity to network and “match up” with someone who can help you better navigate the adventures of school PR.
 (This event is for new PR professionals and anyone interested in serving as a mentor. Pre-registration is required. It takes place at Edward Teach Brewery, 604 North Fourth Street, just four blocks from the hotel.)
- 5:30 p.m. Manager’s Reception (provided by the hotel)
- 6:30 p.m. Dinner on your own (anyone wishing to go to dinner with a group should meet in the lobby)

■ **Thursday, November 7**

- 7:00 - 8:30 a.m. Breakfast (provided in hotel restaurant; ticket required)
- 8:00 a.m. Registration opens
- 8:30 a.m. Opening and Announcements
- 8:30 - 9:30 a.m. **Session III**
 TOPIC: Equity in Education
 PRESENTER: Stephen Nichols, APR, Chief Executive Officer, Communication Resources for Schools, Sacramento, CA
- A Word from our Sponsor ... The Vitals App*
- 9:30-10:15 a.m. **Session IV**
 PR Tips from a PR Pro – How to Think, Walk, Talk, and Act in Your Role as a School PR Professional
 PRESENTER: Dr. Patricia Hollingsworth, Director of Marketing and Community Engagement, Durham Public Schools, Durham, NC
- A Word from our Sponsor ... Intrado*
- 10:15 - 10:30 a.m. **Beverage and Snack Break** (Sponsored by Intrado)

- 10:30 - 11:30 a.m. **Session V**
Life, Laughter, and Leadership
PRESENTER: Paula Hildebrand, President, N2 Health, Inc.,
Wake Forest, NC
- A Word from our Sponsor ... Blackboard*
- 11:30 - 12:00 p.m. **Session VI**
The Changing Education Landscape
PRESENTER: Ann McColl, President, The Innovation Project, Raleigh, NC
- A Word from our Sponsor ... eSchoolView - EMS LINQ*
- 12:00 - 1:00 p.m. **Lunch** (Sponsored by eSchoolView - EMS LINQ)
- 1:00 - 1:45 p.m. **Session VII** (45 minutes)
Marketing Your District in the Face of Competition
PRESENTER: Katie Test Davis, Founder, Forthright Advising, Raleigh, NC
- A Word from our Sponsor ... Gabbart Communications*
- 1:45 - 2:45 p.m. **Session VIII**
TOPIC: Schools in the World of #FakeNews
PRESENTER: Tom Delapp, APR, Chairman, Communication
Resources for Schools, Sacramento, CA
- A Word from our Sponsor ... Rhodes Branding*
- 2:45 - 3:00 p.m. **Beverage and Snack Break** (Sponsored by Rhodes Branding)
- 3:00 - 4:00 p.m. **Session IX**
He/She/They: Educating ALL Students in a Changing World
PRESENTERS: Cynthia Shah-Khan, President, TVPRgirl Consulting -
Communications, Media Relations, and Crisis Support, Charlotte, NC
Michael Yarbrough, Senior Administrator for Communications, Wake
County Public School System, Raleigh, NC
- A Word from our Sponsor ... Peachjar*
- 4:00 - 4:45 p.m. **Session X**
Using Your Teacher Voice to Tell Your District's Story
PRESENTER: Marlow Artis, Creator and Chief Content Purveyor for
Tar Heel Teachers, Raleigh, NC
- A Word from our Sponsor ... TeacherLists*
- 4:45 p.m. Wrap-up and preview of Friday's agenda
- 5:30 p.m. Manager's Reception (provided by the hotel)

7:00 - 10:00 p.m. **Azalea Dinner and Party** (In partnership with Blackboard)

■ **Friday, November 8**

7:00 - 8:30 a.m. Breakfast (provided in hotel restaurant; ticket required)

8:00 a.m. Registration opens

8:30 - 9:00 a.m. South Carolina Chapter Meeting - Room I
North Carolina Chapter Meeting - Room II

Concurrent Mini-Sessions (*pick one for each 30-minute time period*)

9:15 - 9:45 a.m. **Session A** - Room I
I Have Enough to Do, and Now You Want Me to Get My APR?
(Accreditation in Public Relations)
PRESENTER: Mary Anne Byrd, APR, Executive Director for Community Relations, Kershaw County School District, Camden, SC
Session B - Room II
Joe Facebook: How Internet Influencers are Influencing Image Management
PRESENTER: Stacia Harris, Director of Communications, Buncombe County Schools, Asheville, NC

9:45 - 10:15 a.m. **Session C** - Room I
Five Keys to Forging Strong Family Engagement
PRESENTER: Lindsay Whitley, Associate Superintendent for Communications and Community Engagement, Cumberland County Schools, Fayetteville, NC
Session D - Room II
Cracking the Code: Four Ways to Guarantee Media Will Cover Your Positive Stories
PRESENTER: Cynthia Shah-Khan, President, TVPRgirl Consulting - Communications, Media Relations, and Crisis Support, Charlotte, NC

A Word from our Sponsor ... Qualtrics

10:30 - 11:15 a.m. **Session XI**
Lightning Round: Tech Tips and Hacks to Save Your #SchoolPR Life in a Flash
PRESENTERS: Melissa Robinette, Director of Public Relations Spartanburg District Five, Duncan, SC
Joe Burke, Chief Communications Officer Fort Mill Schools, Fort Mill, SC

A Word from our Sponsor ... Finalsite

- 11:15 a.m. - 12:00 p.m. **Session XII**
Inspiration and Impact: Why Storytelling about our Students and our
Schools Matters
PRESENTER: Mebane Rash, CEO and Editor-in-Chief,
EducationNC and the N.C. Center for Public Policy Research
- 12:00 p.m. Closing comments and reveal of 2020 conference location
Door prizes from MarketVolt, The Vital Apps, and more!
- 12:30 p.m. Conference concludes; lunch on your own

Current agenda and schedule as of November 2, 2019
Any necessary changes will be reflected in the agenda provided at the conference