

# GSPRA Conference Agenda

Oct. 22-23, 2015



## Thursday, Oct. 22

7:30 a.m.	Lobby	<b>Registration Open</b> Continental Breakfast Open ( <i>continuous break, 7:30-11 a.m.</i> )
8-9 a.m.	Board Room Commons Room-Bldg. A Mountain View Room	<b>Conference Extras</b> Listening Session on Member Services, <i>Cindy Ball</i> Listening Session on Contest Revamp, <i>Charles White and Susan Hale, APR</i> Newcomer Session, <i>Jim Weidhaas, APR, and Pat Holloway, APR</i>
9:15-9:30 a.m.	Masters Hall-3 & 4	<b>Welcome</b> "Light" housekeeping and Early Bird Prize drawing (Must be present to win.) <i>GSPRA President Laura Nurse, APR</i>
9:30-10:30 a.m.	Masters Hall-3 & 4	<b>National Distinguished Speaker</b> "The Power of One: #schoolPR That Makes a Difference" <i>NSPRA President-Elect Julie Thannum, APR</i>
10:30-10:45 a.m.	Lobby	<b>Break</b>
10:45 to 11:45	Masters Hall-3 Masters Hall-4  Mountain View Room	<b>Breakouts (select one)</b> "Building Strong PR Through Community Engagement" <i>Julie Thannum, APR</i> "Moving Your Career from Photographer and Party Planner to Trusted Strategist" <i>Tim Hensley, APR</i> "Communications Management: The Superintendent and PIO Relationship" <i>Dr. Barbara Pulliam Davis</i>
Noon-1 p.m.	Masters Hall-1 & 2	<b>Lunch Buffet</b>
1-1:45 p.m.	Masters Hall-3 & 4	<b>Annual Meeting</b> It's the year in review, a few votes, and door prizes. (Must be present to win.) <i>GSPRA President Laura Nurse, APR, presiding, with Dr. Stan DeJarnett of Georgia Vision Project (special guest)</i>
1:45-2 p.m.	Lobby	<b>Break (continuous break, 1-5 p.m.)</b>
2-4 p.m.	Masters Hall-1 Masters Hall-2	<b>Action Labs (Group noted on nametag, labs repeat Friday morning)</b> Group A— "Crisis Communication Case Studies" <i>Sloan Roach</i> Group B— "Videography for the Non-Videographer" <i>Wanda Johnson-Stokes</i>
4-4:15 p.m.	Lobby	<b>Break</b>
4:15-5 p.m.	Masters Hall-1 & 2	<b>Roundtables (select three, list in packet)</b>
6-7 p.m.	Lobby	<b>Reception</b> Join us for light appetizers and drinks, plus door prizes! Remember to bring your invitation. (Must be present to win.) <i>Robyn Brunson and Laura Nurse, APR, with SchoolMessenger (Platinum Sponsor)</i>
7 p.m.-???	Smith Creek Tavern	<b>Dinner on Your Own</b> Lodge Restaurant (menu or buffet) and Smith Creek Tavern (a la carte sandwiches) accepting diners until 8. See "Explore Helen" table for menus, hours, and directions for off-site restaurants.
		<b>After Hours</b> Gather with GSPRA friends, new and old, for conversation and camaraderie.

## **Friday, Oct. 23**

7:30 a.m.	Lobby	<b>Registration Open</b> Continental Breakfast Open ( <i>continuous break, 7:30-11:30 a.m.</i> )
8-8:45 a.m.	Mountain View Room	<b>Donuts with DOE</b> <i>Meghan Frick</i>
9-11 a.m.	Masters Hall-1 Masters Hall-2	<b>Action Labs</b> ( <i>Group noted on nametag, repeat from Thursday</i> ) Group B— “Crisis Communication Case Studies” <i>Sloan Roach</i> Group A— “Videography for the Non-Videographer” <i>Wanda Johnson-Stokes</i>
11-11:15 a.m.	Lobby	<b>Break</b>
11:15-12:15 p.m.	Masters Hall-3 & 4	<b>National Distinguished Speaker</b> “Welcome to the Table, Let’s Eat! Your Legacy of Advancing the Cause of Public Education” <i>Dr. David Anderson</i>
12:15-2:30 p.m.	Masters Hall-1 & 2	<b>Awards Luncheon</b> After lunch, we’ll be celebrating GSPRA Board recognition, professional awards, and contest awards, with closing remarks. And, you guessed it, more door prizes! (Must be present to win.) <i>Laura Nurse, APR, with Blackboard (Diamond Sponsor)</i> <i>Robyn Brunson, Cindy Ball, Charles White, and Susan Hale, APR</i>