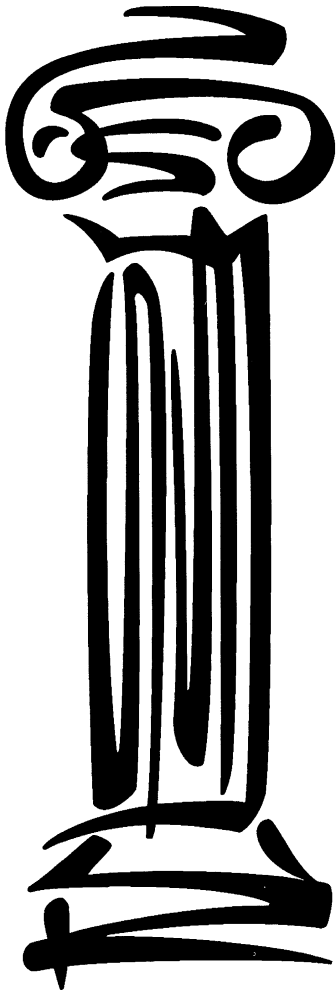


Register Now

for *the* conference in Georgia that can give you the tools to clear the rising bar of expectation

Raising the Bar in School PR

Accountability
Expectations
Mandates
Technology
Research
Opinion
LAWS
Standards
Media
Planning
Crisis
Support
Funding
Customer Service



GSPRA 2002 FALL CONFERENCE

GEORGIA SCHOOL PUBLIC RELATIONS ASSOCIATION

OCTOBER 23 - 25, 2002

JEKYLL ISLAND CLUB HOTEL

JEKYLL ISLAND, GEORGIA

GEORGIA SCHOOL PUBLIC RELATIONS ASSOCIATION

GSPRA

The Voice for Public Education

The 2002 Distinguished Year-round Chapter
of the National School Public Relations Association

Conference Planner: Raising the Bar in School PR



Wednesday, October 23, 2002

A Warm Welcome to the Island at 9:00 a.m.

Skill Sessions

- 10:00 a.m. – 11:30 a.m. Producing Effective Publications
- 12:30 p.m. – 2:30 p.m. Writing for the Web

Extended Workshop Sessions 10:00 a.m. - 2:30 p.m. (lunch break will be on your own)

- Digital Photography and Photo Shop Editing (**Limited to 20 participants**)
- Creating Marketing/Communications Plans

Skill Sessions 3:00 p.m. - 4:00 p.m. (3 options)

- Newcomers Orientation, Networking Nationally/APR Accreditation and Crisis Response

Dinner Cruise on the Emerald Princess (Pay activity) \$30

Thursday, October 24, 2002

General Session: Steve Knagg – Columnist, Humorist & PR Professional

Skill Sessions 10:15 a.m. – 11:15 a.m. (4 options)

- Website Design, PR Training (a case study), “No Child Left Behind” and Public Opinion Surveys

Business Lunch GSPRA Annual Meeting 11:30 a.m. – 1:00 p.m.

Skill Sessions 1:30 p.m. – 2:30 p.m. (4 options)

- Media Training, Customer WOW, Digital Photography & more

Skill Sessions 2:45 p.m. – 4:00 p.m. (4 options)

- Electronic Netiquette, School PR Writing, Presentation Skills for PR and Public Engagement

Dinner/Entertainment 7:00 p.m. Low Country Boil at the Beach Pavilion at the Jekyll Island Club

Friday, October 25, 2002

Skill Sessions 8:30 a.m. – 9:30 a.m. (2 options)

- Coordinating Communications in a Crisis & GSBA E-Board

General Session 9:45 a.m. – 11:30 a.m.

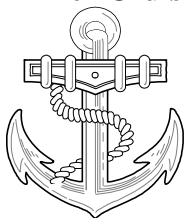
Sissy Henry – GSBA Director followed by GSPRA Publications Awards

Scheduled Speakers and Presenters

- **Steve Knagg**, columnist, humorist, NSPRA Past-President
- **Chevon Baccus**, NSPRA president
- **Barry Gaskins**, APR, NSPRA immediate Past-President
- **Buddy Price**, NSPRA Southeast Regional Vice-President
- **Sissy Henry**, Executive Director of GSBA, NSPRA Past-President
- *Plus many more of the Southeast’s leaders in Public Relations, Research and Education*

Special Events

Dinner Cruise on the Emerald Princess - See Georgia’s Golden Isles from a new perspective! Join your colleagues for dinner, entertainment, fun, and more. Once aboard, you will be served a wonderful meal that is second to none with a rich selection of mouth-watering delights. And if that isn’t enough, your meal is concluded with dessert offerings to satisfy any sweet tooth. After dinner, you can visit the Club Royale on the top floor where you will enjoy the best in Southeastern Georgia entertainment. **(Additional cost of \$35.00)**



GSPRA Traditional Low Country Boil - Thursday evening will be topped off with a GSPRA favorite. All of the traditional low country boil faire combined with an evening of entertainment at the Beach Pavilion at the Jekyll Island Club. (Included in the cost of conference registration)

2002 GSPRA Annual Conference
October 23 - 25, 2002 on Jekyll Island
www.gspra.org

Name _____ Position _____
 School System/Organization _____
 Mailing Address _____
 City/ State/ Zip _____
 Telephone _____ Fax _____ Are you a new member? Yes No
 Email address _____

Conference Registration <i>(Registration includes lunch and dinner on Thursday)</i>	\$190 _____
Thursday's Program Only	\$100 _____
Additional Dinner Tickets (Thursday night)	\$ 35 _____
Register me for the Extended session on Digital Photography and Photo Shop editing. Session to be held at Coastal Community College. Limited to the first 20 registrations.	Free _____

Optional Activity

Dinner Cruise on the Emerald Princess	\$ 35 _____
Total	_____

Send Registration Form and Check to:
 Sloan Roach/Gwinnett County Schools
 52 Gwinnett Drive
 Lawrenceville, GA 30045
 Make Checks Payable To GSPRA
Deadline: October 11, 2002

Hotel Registration Made Directly to:
 Jekyll Island Club Hotel
 Jekyll Island, Georgia
 (912) 635-2600
 www.jekyllclub.com
 \$85.00 and up per night (+ tax)
Deadline: September 24, 2002

I cannot attend the conference, but I would like to renew my membership for 2003 (Forward all checks in the amount of \$25.00 to GSPRA's Sloan Roach at the address above.)

Special Briefing: Registrations received after October 12 and all walk-in registrations are an additional \$15. Cancellations must be in writing and postmarked or faxed no later than October 11th. A handling fee of \$15 will be charged for cancellations. A 50% administration fee may be charged for cancellations after October 11, 2002.

Expectations

**Conference Registration
Deadline is October 11th!**
**Hotel Registration
Deadline is
September 24th!**

**October 23-25, 2002
Jekyll Island, Georgia**

Raising the Bar in School PR



Important Registration Information
Register now to obtain the tools to clear the rising bar of expectations in school public relations!

**Jennifer Caracciolo
Forsyth County Schools
1120 Dahlonega Highway
Cumming, GA 30040**

