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2010 WSPRA
Spring One-day Workshop
7:30 a.m. - 4:00 p.m.

February 26, 2010
Kalahari Resort
Wisconsin Dells, Wisconsin

Social Media: Get On Board!



Take advantage of our team rates!

Social Media - Get On Board!

Engaging parents, students, the community and other constituents around our public schools continues to be a challenge. With limited budgets, social media offers a cost-effective way to generate interest, communicate messages from the district and connect with supporters.

Today's effective communicators use the latest social media tools and know how to deploy them in their communication strategy. This workshop will give you a plan, the tools and the know-how to make these new marketing tools work for you and your district.

The goals of this social media workshop are to both introduce you to the vast world of social media and then take you beyond the "now what" phase and have you put social media to work in your district. You'll see what other schools, organizations and non-profits have done to use these low-cost, high-leverage tools of social media for tremendous gain.

You Will Learn

- ♦ How to determine which social media channels will best fit your audience and objectives.
- ♦ How to measure the effectiveness of social media in your district.
- ♦ How to put together a social media strategy and communication plan to put social media to work immediately.
- ♦ How other school districts have successfully used social media and what you can apply from their successes.
- ♦ How to create policy around social media.



WSPRA, the state's leader in school-community relations, will expand the capacity of its members to provide effective communication management for the purpose of strengthening educational opportunities for all students.

Conference Details

- 7:30 a.m. registration & continental breakfast
- 8:00 a.m. welcome
- 8:15 a.m. Dana VanDen Heuvel, MarketingSavant
- 12:15 p.m. working lunch
- 2:45 p.m. Nancy Dorman, WASB Director of Policy Services
- 3:45 p.m. adjournment

Who Should Attend

Districts are encouraged to register teams that include the school public relations staff, the superintendent, school board members, and IT staff.

What You Will Need

The intent of this workshop will be for you to leave confident in using several social media platforms. In order to do this, you will be asked to complete some pre-work prior to attending.

In addition, participants are asked to bring a laptop with wireless internet capabilities.

If you will need a laptop, please contact Lori Blakeslee at:

920-468-4232

blakesleel@gbea.weac.org

Visit www.wspira.org for the conference agenda, online registration, directions and background information.

Our Presenter

Dana VanDen Heuvel of MarketingSavant is a widely recognized expert on blogging, podcasting, RSS, Internet communities and interactive marketing trends and best practices and speaks regularly on these topics at industry events.



Dana has presented at the past two WSPRA fall conferences. Members have left excited and energized after participating in his sessions. Don't miss this opportunity for a hands-on workshop with Dana.

Hotel Accommodations

This year's spring one-day workshop will be held at the wonderful Kalahari Resort & Convention Center, Wisconsin Dells, Wisconsin.

Kalahari Resort & Convention Center

P.O. Box 590, 1305 Kalahari Drive,
Wisconsin Dells, WI 53965

Reservations Phone Number: 877-253-5466

Deadline: Tuesday, January 26

Room Rates: \$99 for February 25

Special rates have been offered to WSPRA Conference attendees. If members and/or their families would like to stay overnight on Friday, February 26th to enjoy the waterpark and indoor theme park, the cost is \$159.

Mention that you are with WSPRA when making reservations.

To learn more about the amenities offered at the Kalahari, visit the Web site at <http://www.kalahariresorts.com/wi>.

Registration Form: If you are participating as a team, please send registration forms in together to receive team discount.

Registration deadline is: February 19, 2010.

Name _____ Title _____
District/Organization _____ City/State/Zip _____
Address _____ E-mail _____
Telephone _____ Fax _____

Boxed lunch: The conference includes a working lunch. Please choose one of the following sandwich choices:

Mystic Smoked Ham Grilled and Chilled Margarita Chicken Wrap American Hoagie Grilled Vegetable

Please note here if you have special dietary needs or other accommodations: _____

Registration fees (please check one): Member rates apply if one team member from the organization is a member.

WSPRA member: _____ \$99/person _____ \$198/for two _____ \$225/team of 3 persons (add \$25 for each additional person)
NSPRA or state affiliate: _____ \$120/per person _____ \$240/for two _____ \$265/team of 3 persons (add \$25 for each additional person)
Non-member: _____ \$170/per person _____ \$340/for two _____ \$365/team of 3 persons (add \$25 for each additional person)
In order to receive the team discount, teams must send registration forms in together. Form may be copied, one registration form per member.

Send registration with payment or purchase order to: WSPRA, 122 W. Washington Ave., Suite 400, Madison, WI 53703
Please see www.wspira.org for cancellation policy.

For WSPRA Use Only

Date Rec'd _____

P.O. # _____

Check # _____

Check Amt. \$ _____