

MOSPRA

★  
**Building, Regaining  
and Maintaining  
Trust**  
★

**2021 MOSPRA FALL  
CONFERENCE**

November 3-5, 2021

Sheraton Westport Plaza Hotel and Lakeside Chalet  
St. Louis, Missouri

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## CONFERENCE PRIMARY SESSIONS

### Thursday *Interactive* Keynote: Building Trust from the Inside Out



Being an effective communications practitioner is all about trust. Building trust takes time and effort, and it can be dashed in an instant if you don't have a healthy balance in your trust "bank

account." How do you build trust? Start with staff. Listen and learn from your students and families. Partner with your community.

Join Highline Public Schools' communication pros Catherine Carbone Rogers, APR, and Tove Tupper for this interactive session. Learn how you can build and maintain trust and credibility with staff, students, families and the broader community.

### Friday Morning Session: Digital Detox



"Digital Detox" doesn't have to mean completely staying away from technology, especially when using technology plays a significant role in #SchoolPR! However, preserving our mental bandwidth merits attention and action. McConnell will share tips, tactics, and even strategies to use on phones and laptops so we can all

carve out space to be present with family and friends, stay informed as needed for your career, and recognize when we have reached our own limits.

Presenter: Melissa McConnell, NSPRA South Central Region Vice President.



The 2021 MOSPRA Fall Conference will be held at the Sheraton Westport Plaza Hotel in St. Louis. As members know, we hosted the 2020 Fall Conference virtually, but we plan to be fully in-person for the 2021 Conference. The welfare of our members is vitally important, so we will keep attendees apprised of any modifications we will need to employ for the conference.

## EVENING ACTIVITIES

### Special Wednesday Night Celebration!

Hey, it's been too long since we were all together. On Wednesday night MOSPRA will host a special "Celebration" to recognize award recipients and board members from the past two years. ***This will not be a traditional awards banquet!!!*** Join your friends and colleagues as we gather for fun, food, beverages, music and conversation in a great location on the lake at Westport Chalet.

### Thursday Night @ Westport Social!



The **MOSPRA Thursday night event** will be held at Westport Social. Be prepared for a fun evening with heavy hors d'oeuvres, a selection of beverages, games and karaoke.

## PRE-CONFERENCE SESSION

### Working Together: PR Pros & School Attorneys

Thursday, November 4, 10:00 - 11:30 a.m.

Communication professionals and attorneys often find themselves working together during school public relations crises. In this special session, presenters will use "real world" scenarios to guide attendees in how to address difficult legal situations.

Presenters: Emily Omohundro of EdCounsel LLC and NSPRA President, Nicole Kirby, APR, will lead this important discussion.

Cost: \$25 (see registration information)



**2021 Fall Conference**  
 Sheraton Westport Plaza  
 900 Westport Plaza  
 St. Louis, MO 63146

## Agenda

### Wednesday, November 3

7:00 - 10:00 p.m.  
 MOSPRA Celebration Night  
 Westport Chalet (Matterhorn Room)

### Thursday, November 4

10:00 - 11:30 a.m.  
 Pre-Conference Session:  
 "Working Together - PR Pros and School Attorneys"  
 Plaza 3/4/5

11:00 a.m.  
 Registration  
 East Foyer

11:30 a.m.  
 Lunch  
 East Ballroom

1:00 - 4:30 p.m.  
 "Building Trust from the Inside Out"  
 East Ballroom

6:30 - 10:00 p.m.  
 MOSPRA Evening Out  
 Westport Social

### Friday, November 5

8:00 - 8:30 a.m.  
 Breakfast  
 East Ballroom

8:30 - 8:45 a.m.  
 Break

8:45 - 9:45 a.m.  
 Gold Mine Special (MOSPRA Full-Year Sponsors)  
 East Ballroom

9:45 - 10:00 a.m.  
 Break

10:00 - 11:15 a.m.  
 "Digital Detox"  
 East Ballroom

11:15 - 11:30 a.m.  
 MOSPRA Coming Events and Special Information  
 East Ballroom

11:30 a.m.  
 Conference Adjourns

## Registration & Cancellation Information

**Registration Cost: \$125**

**Pre-Conference Session: \$25**

**Deadline to register: October 27, 2021 (4:00 p.m.)**

**Registration Website:**

**<https://mospra.memberclicks.net>**

**For more information contact David Luther, MOSPRA Executive Director**

**[MOSPRA\\_Director@iCloud.com](mailto:MOSPRA_Director@iCloud.com)**

**573.353.0590**

**Cancellations:** Written notice of cancellation by mail or email is required. Registrants whose cancellations are received on or before October 13, 2021 (4:00 p.m.) will receive a refund less a \$25 processing fee. Allow six weeks for processing of refunds. Should the conference go to a virtual format, participants may cancel their registrations and receive a full refund or apply the funds to the virtual conference which would be held online November 4, 2021.