

MOSPRA

MOSPRA FALL CONFERENCE

Marketing and a Customer Service Mindset

November 2-3



St. Charles, Missouri

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REGISTER NOW
Space is limited.

Fee: \$100 (MOSPRA members); \$125 (non-members)

<http://mospra.schoolwires.com/domain/60>

MOSPRA FALL CONFERENCE

Event Schedule

**PRE-SEMINAR: PR LEGAL ISSUES \$25
9 AM**

NICOLE KIRBY & CLAY FULGHUM • PARK HILL
CHRIS TENNILL • CLAYTON
MELANIE GURLEY • TUETH KEENEY

**THE FALL CONFERENCE BEGINS!
11 AM
REGISTRATION OPENS****11:30 AM
WELCOME & LUNCH****12:30 - 4:30 PM
JIM CUMMINGS, APR • GUEST SPEAKER
MARKETING IN A SCHOOL CHOICE ENVIRONMENT****EVENING EVENT 6:30****DAY TWO AGENDA****8:30 AM
JEFF GREENE • CHICK-FIL-A
MARKETING WITH A CUSTOMER SERVICE MINDSET****9:30 AM
GOLD MINE ROUNDTABLES:
CUSTOMER SERVICE BEST PRACTICES FROM
MOSPRA MEMBERS****11:30 AM
COMMUNICATIONS CONTEST****12:00 PM
THE END****REGISTER NOW****Space is limited.**

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<http://mospra.schoolwires.com/domain/60>**Conference Summary****Marketing with a Customer Service Mindset**

As we face an education landscape that will likely include more choice in the future, including vouchers, charters or open enrollment, how can we market our schools in this competitive environment? Research shows that the main reason families choose to leave a school is not because of academics or programs, but due to a poor experience. The 2017 fall conference is designed to explore cost-effective strategies to market our schools, while using a customer mindset to ensure we deliver the best experience for students and families.

Our primary presenter is Mr. Jim Cummings, APR. Jim is a past NSPRA President and has tremendous personal experience in the world of promoting public schools in a very competitive market. Jim is the director of communications and parent and community engagement for the Glendale Arizona Elementary School District.

We will also learn outside of our school public relations lens, from Chick-fil-A franchise owner, Jeff Greene, who will share how his company became a recognized leader in providing intentional, quality customer service based on four core principles.

Pre-Conference: PR Legal Issues

A pre-conference session is scheduled for Thursday morning, November 2 on PR-Legal Issues. This two-hour session will engage members in how to address important, and often, sensitive issues from both the legal and public relations point of view.

EVENING EVENT 6:30 THURS

Thursday night features barbecue and music at **Hendrick's BBQ & Moonshine Blues Bar.**



Thursday Night Optional Event:

Ghost Tour of Old St. Charles

Did you know that downtown St. Charles, Missouri is historically haunted? Before dinner on Thursday night, join us for a 90-minute tour of haunted locations reporting ghostly activity. Space is limited! MOSPRA will pay for a portion of this activity and each participant will only have a small fee of \$10. Learn more at <http://www.stcharlesghosts.com/>.