

MOSPRA



**2019 MOSPRA FALL
CONFERENCE**

November 7-8, 2019

University Plaza Hotel
Springfield, Missouri

Thank You To Our Full-Year Sponsors!



**MOSPRA
FALL
CONFERENCE**

MOSPRA

**SPRINGFIELD,
MISSOURI,
USA**



How strong is your school district's brand? Does your community know what your district stands for? If your brand comes under attack, are you prepared? This fall we are pleased to have **Linda Locke**, partner in Standing Partnership and the past senior vice president and group head of Reputation and Issues Management for MasterCard Worldwide, as our

Thursday presenter. Linda's strengths lie in developing strategy and analytics for companies, and helping leaders understand how people's feelings about their services affect their businesses. A leader of innovation, Linda led the launch of social media and global crisis communications planning, and she developed MasterCard's first reputational risk management program.



On Friday we will hear from former NSPRA President and MOSPRA leader, **Jim Dunn, APR**. Jim

brings an unbelievably rich history in many areas of public relations and communications. Jim will share with us "The Power of Storytelling in Developing and Protecting Your Brand."

The 2019 MOSPRA Fall Conference will be held at the University Plaza Hotel in beautiful downtown Springfield. As members know, we have held our last five Fall Conferences in either the St. Louis or Kansas City metro areas. This year we are returning to the Ozark Region



for two reasons: first, Springfield has become a hot destination spot; and second, St. Louis is going to be the host for the 2020 NSPRA Seminar, so we're giving the Eastern Region a breather.

★
**Brand
reputation
management**
★

The **MOSPRA Thursday night event** will be held at Finnegan's Wake Irish Pub & Restaurant. Be prepared for a fun evening with heavy hors d'oeuvres, a selection of beverages, a great game room, and dancing with one of Springfield's best DJs!



Thursday, November 7, 2019

10:00 - 11:30 a.m. --- Special Customer Service Session
11:00 --- Registration Opens
11:30 --- Lunch
12:30 - 4:30 --- Afternoon Presentation and Roundtables
5:15 - 6:15 -- Special Fun Activity TBA
6:30 - 10:00 --- Evening Event

Friday, November 8, 2019

8:00 - 8:30 --- Breakfast
8:15 - 9:00 --- Communication Awards
9:00 - 10:00 --- Vendor Goldmine
10:15 - 11:30 --- Morning Presentation
11:30 -- Conference Concludes

Registration Information

Conference **Cost: \$110**
Pre-conference Customer Service Session: \$25

We also have reserved a block of rooms at the University Plaza. Base rate is \$114.00.

For more information:

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