



School PR Boot Camp

Get Pumped at CESA 6 School Public Relations Work-Out

Three Sessions — One Great Set of Skills!

**Co-facilitated by members of the CESA 6 Communications Team:
Dorreen Dembski, Kate Winckler, Melinda Mueller, & Lisa Sink
Endorsed by the Wisconsin School Public Relations Association**

Description

Join us for a School PR Workout! School PR isn't for sissies, but we'll go gentle on you in this workshop for individuals who want to tone-up their School Public Relations skills.

Workshop Objectives

- On day one, warm-up by analyzing your audiences; then dive right into the p's and q's of effective e-communication. Take a few swings at crisp, clear writing for a purpose - from headlines, to captions, to web sites.
- On day two, run through the basics of crisis communication and challenge yourself to think like a reporter. Ready for more? Strengthen your social media strategy, and cool down while analyzing the components of a complete plan.
- In August, we'll come back together to see how you're doing: We'll focus on more core skills and you'll leave toned up and ready with a draft of your PR plan for the new school year!



Registration Details

- **Part 1: June 19-20, 2013**
- **Part 2: August 12, 2013**
- **Registration Fee:**
 - ✓ \$195.00 per participant
 - ✓ Fee includes lunch all three days
- **Time: 8:30 a.m. - 3:30 p.m.**
- **Onsite check-in: 8:00 a.m. - 8:30 a.m.**
- **Location:**
CESA 6 Conference Center
2300 State Road 44
Oshkosh WI 54903
- **Registration Deadline:**
June 12, 2013
- **Online registration: http://www.cesa6.k12.wi.us/prof_dev/**

Who should attend?

- Any staff member working in a district who would like to learn more about effective communication and School PR.

Wear your comfortable clothes and cross-trainers — we want you to be ready to limber up and learn.

For additional information contact:

Dorreen Dembski, CESA 6 Communications Director - ddembski@cesa6.org or 920.236.0527

Cancellation Policy: Any registration cancellation must be received 48 hours before the scheduled date for a refund to be issued. Because attendance at most sessions is limited, persons registering and not in attendance on the day of the session will be charged the full registration fee. CESA 6 reserves the right to cancel any session due to insufficient enrollment. Participants will be notified by email or phone if a cancellation occurs.

School PR Boot Camp June 19-20, 2013 & August 12, 2013

Participant Name(s) _____

Position(s) _____ District _____

Phone (Work) _____ (Home) _____

Would you like to be notified by email of future CESA 6 training sessions? Yes No

Email Address _____ Special accommodations or dietary needs _____

- Please check one:
- Check is enclosed, made payable to CESA 6
 - Bill my School District, PO # _____
 - Use my Conference Attendance Fund (CESA 6 employed staff ONLY)
 - Credit Card Payment

Cardholder Name _____

Cardholder Address (include city, state ZIP) _____

Credit Card Type (VISA, MasterCard, etc.) _____

Credit Card Number _____

Expiration Date _____ 3 Digit Code on Back of Card _____

**To Register: Go to http://www.cesa6.k12.wi.us/prof_dev/ or send completed form to:
Sue Christensen, Program Assistant, CESA 6, 2935 Universal Court, Oshkosh, WI 54904,
Fax: 920-424-3478**