



**NSPRA/Ohio "Embrace the Change" Spring Conference 2010
March 18-19, 2010
Cherry Valley Lodge, Newark, OH**

It's a social media mecca out there. You've put off using social media tools and emerging technology long enough, and let's face it, the biggest obstacle to meeting the challenge is you! How do you learn what's out there and how to use these tools quickly and efficiently to communicate with parents, community residents, and other audiences who have already mastered their use?

This year's conference will be a two-day experience for ALL OF US and will help you overcome your angst and become a social media master in no time!

Attend this conference and you'll find out how to:

- Revolutionize your traditional PR strategies to adapt to the online world
- Develop an outline for your district's social media policies
- Learn best practices from colleagues throughout the state on topics like e-newsletters, school-run TV stations, community engagement and more
- Learn social media tools and develop tactics for their effective usage
- Hear keynote presentations from NSPRA National President Tim Hensley and Ryan Squire, former NBC4 Columbus Managing Editor and current OSU Medical Center Social Media Director
- Learn to revamp your website for maximum impact
- And so much more!

All of this, plus more, over two days! Two keynote presentations, three hands-on workshops, one breakout session, networking opportunities, one best-practices panel and the annual awards!

SPONSORS:

Oxiem Marketing Technology
Springboard Marketing
Smart Solutions

Conference Agenda:

Thursday, March 18, 2010

10 a.m.-11:30 a.m. Pre-Conference Workshop

"Social Media Policy: A Strategy Session for Schools" presented by John Fimiani, President of Springboard Marketing, Billy Fischer, Business Development Manager at Oxiem Marketing Technology, and Debbie Alberico, Director of Community Relations at Middletown City Schools.

***ABOUT:** Policies are always at the heart of everything a school district does. After all, schools are charged with the safety of children and being above reproach in all activities. This is no different when it comes to online behavior and activities. While many are afraid of this "new" online world, this pre-conference workshop will help you overcome those fears and strategize policies and procedures for your school district's online presence.*

11:30 p.m. Lunch on your own at Cherry Valley Lodge

12:30 p.m.-1:00 p.m. Registration

1:00 p.m.-2:00 p.m. Ohio School PR Best Practices Panel

-Email/E-Communication (Aaron Reinheld, ESC of Central Ohio)

-School-Run Television Stations (Kevin Kreitzer, Dayton Public)

-Levy Campaigns (Karen Vrabec, Plain Local)

-Community Engagement (Peggy Caldwell, Shaker Heights)

2:10 p.m.-3:45 p.m. Conference Workshop

"Social Media Total Immersion Workshop" presented by Billy Fischer, Business Development Manager at Oxiem Marketing Technology and Shane Haggerty, Marketing and Communications Coordinator at Ohio Hi-Point Career Center.

***ABOUT:** Still lost amid the social media and web 2.0 mazes? Don't fret. Our sponsor, Oxiem Marketing Technology, will guide you through the basics of Twitter, Facebook, and Blogging. Then, be guided, step-by-step through the process of putting together a campaign for your district. Shane Haggerty, marketing and communications coordinator at Ohio Hi-Point Career Center, will highlight the "Hi-Point Journeys" campaign, a full-scale social media campaign his school district utilized this school year.*

4:00 p.m.-5:15 p.m. Conference Workshop

"Emerging Technology Showcase & Workshop" presented by Smart Solutions.

***ABOUT:** Overwhelmed by modern technology? Who isn't? This workshop, instructed by our evening social network sponsor Smart Solutions, will feature some of the latest tools in modern technology. Learn how you can use modern technology to make your job easier by learning about emerging technology like FlipCams, iMovie, GarageBand, Pitch Engine, Google and more!*

5:30 p.m.-7:00 p.m. NSPRA/Ohio Social Networking Event presented by Smart Solutions

Friday, March 19

8:00 a.m.-8:30 a.m. Registration/Continental Breakfast

8:30 a.m.-8:35 a.m. Welcome from Patti Koslo, NSPRA/Ohio President

8:35 a.m.-9:45 a.m. Keynote Speaker: NSPRA National President Tim Hensley, APR
"Intentional Listening: The Power of Understanding"

9:50 a.m.-10:55 a.m. Breakout Sessions

-Generational Communication Strategies & Tactics

(Patti Koslo, Nardon Hills City Schools & Kari Basson, Kettering City Schools)

-Revamping Your Website for Maximum Impact

(John Fimiani, Springboard Marketing & Billy Fischer, Oxiem Marketing Technology)

-Crisis Communication Roundtable

11:05 a.m.-12:05 p.m. Keynote Speaker: Former NBC 4 Columbus Managing Editor and Current Ohio State University Medical Center Social Media Manager Ryan Squire

"Starting from Scratch: Bringing Social Media into Your Organization"

12:30 p.m.-2:30 p.m. Achievement Awards Luncheon

Register online or download a registration form at nspraohio.org