



Council of the Great City Schools
1301 Pennsylvania Avenue, N.W., Suite 702
Washington, D.C. 20004

16th ANNUAL PUBLIC RELATIONS EXECUTIVES MEETING

July 15-17, 2016

**Chicago Marriott Downtown Magnificent Mile Hotel
Chicago, IL**

Draft Agenda

Friday, July 15

6 – 8:30 p.m.

Dinner

Devon Seafood Grill, Bernadine Room

Guest Speaker

Kathy Chaney, Managing Editor
EBONY Magazine

Saturday, July 16

7:30 – 10 a.m.

Registration

8 – 9 a.m.

Breakfast

9 - 9:30 a.m.

Welcome and Introductions

9:30 – 10:30 a.m.

Marketing Your District Against the Competition
(District of Columbia Public Schools)

10:30 -10:45 a.m.

Coffee Break

11 a.m.- Noon	Advancing Social Media Practices and Policies (Miami-Dade County Public Schools)
Noon –1 p.m.	Lunch
1 – 2 p.m.	Improving Internal Communications (Pittsburgh Public Schools)
2 – 2:15 p.m.	Refreshment Break
2:30 – 3:30 p.m.	Roundtable Discussions Between New/Junior Public Relations Executives and Senior/Veteran PREs
3:30-4 p.m.	Lessons Learned
4 p.m.	Dinner on Your Own

Sunday, July 17

8 - 9 a.m.	Continental Breakfast
9 – 10 a.m.	Preparing for Negative News (San Francisco Unified School District)
10 – 11 a.m.	Engaging Stakeholders Around High-Stakes Bonds (Houston Independent School District)
11 -11:45 a.m.	Round Robin Discussion on What’s Working in <i>Your</i> Urban School District
11:45 a.m. – Noon	Wrap-Up
Noon	Meeting Adjourn
12:30 – 1:30 p.m.	Post-Meeting Lunch by Peachjar