

SPRING 2015 WORKSHOP



WORKSHOP DETAILS

May 7&8, 2015

The Osthoff Resort
Elkhart Lake, Wisconsin
(855) 876-3399
Mention WASDA Annual Education Conference
when making your reservation

KEYNOTE SPEAKERS

KEN DESIEGHARDT, CEO/Partner, Patron
Insight, Inc. "Using "Trust Targets" to Build More
Successful Stakeholder Relationships"

DREW HOWICK, National Practice Director at
Patina Solutions "Passionately Engaging Your Board,
Faculty, Leadership Team and Community"

REGISTER ONLINE
WSPRA.org

\$195 Members

\$240 Non-Members

\$0 District Administrators attending WASDA's
Annual Educational Conference are automatically
registered for this WSPRA Spring Conference.

Register online by **FRIDAY MAY 1st**

CLOSING THE COMMUNICATION GAP BUILDING RELATIONSHIPS WITH KEY AUDIENCES IN YOUR DISTRICT



WSPRA and the WASDA are collaborating to host this special two-day conference — open to all — dedicated to Building Relationships with Key Audiences in Your District!

- 1 Using "Trust Targets"
- 2 Advocacy From the Public's Perspective
- 3 The 5 Behaviors of Cohesive Teams
- 4 Engaging around School Finance
- 5 Meaningful Media Relationships
- 6 A Vision for Effective Advocacy

This workshop is designed for district administrators, principals, school communications professionals, support staff, board members and anyone who actively engages in the community!

Visit our website for full details and to register by Friday, May 1.

WSPRA.ORG