

# ISPRA Conference

October 18, 2013

## Conference Highlights

- Learn powerful tools for improving internal communications
- Google Analytics - how to get the most from your analytics
- Network with other school PR professionals
- Learn about School Messenger and how they might be able to help you

## Location

Learning Resource Center  
3550 Mills Civic Parkway  
West Des Moines, IA 50265

## Registration

Register online at <http://bit.ly/154gcWL>

## Contact

For more information or if you have questions contact Jamie Evans, ISPRA Vice President, [evansj@wdmcs.org](mailto:evansj@wdmcs.org) or (515) 633-5021.

## Lodging

Drury Inn - 5505 Mills Civic Pkwy, WDM  
(515) 457-9500

Holiday Inn - 6075 Mills Civic Pkwy, WDM  
(888) 465-4329

*The Iowa School Public Relations Association (ISPRA) is an organization of public relations professionals, superintendents, principals, teachers and others interested in fostering understanding and support for education. Find us on Facebook, Twitter or our website to learn more about ISPRA and to connect with us.*



ISPRA  
c/o Jennifer Woodly  
Great Prairie AEA  
3601 West Avenue  
Burlington, IA 52601

ISPRA Conference Registration Materials Enclosed  
October 18, 2013

# ISPRA Fall Conference

October 18, 2013

Continue your professional development with ISPRA's fall conference including information on building internal communications and relationships and getting the most out of Google Analytics.



## Internal Communications

with



Powerful tools for designing messages that capture people attention, encourage participation, build alignment and inspire action.

The Meyvn Group is a Leadership Development company, based in West Des Moines, Iowa, that specializes in Training and Development, Business Coaching, Human Resources and Organizational Development. They give advice that challenges closely held beliefs, take into consideration market, industry and organizational conditions and sheds new light on issues requires intellectual depth, creativity, energy and courage.

## Google Analytics

with



How can you get meaningful insights from Google Analytics? There's a treasure trove of useful information that Google Analytics can tell you about your website. What metrics should you care about? Whether you're a beginner or an expert, we're going to teach you how to get the most out of Google Analytics.

Juicebox Interactive is a new digital agency specializing in web design and related services. The firm is comprised of a group of industry veterans that have worked with more than 200 clients, including several of Iowa's school districts.



## Conference Schedule

|  |                   |
|--|-------------------|
| Registration                                   | 8:15-8:45 a.m.    |
| Continental Breakfast                          |                   |
| Welcome  | 8:45-9 a.m.       |
| Session 1 - Morning<br>Internal Communications | 9-11:30 a.m.      |
| Lunch  | 11:30 a.m.-1 p.m. |
| Session 2 - Afternoon<br>Google Analytics      | 1-3:30 p.m.       |

## Conference Cost

### Full Day

Member \$85

Non-Member \$100

### Session 1 - Morning

Member \$50

Non-Member \$75

### Session 2 - Afternoon

Member \$35

Non-Members \$50

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Special thanks to School Messenger for their sponsorship of the ISPra Fall Conference. To learn more about School Messenger visit their website at <http://schoolmessenger.com/>.